

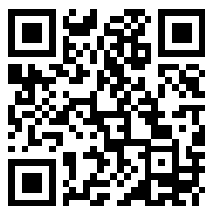
*Hardware window
advertising*

Roy F. Soule

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Society

HARDWARE WINDOW ADVERTISING

A Manual for the Merchant
and Window Trimmer.
Sales Making Displays from
More Than 200 Leading
American Hardware Stores

EDITED BY

ROY F. SOULE

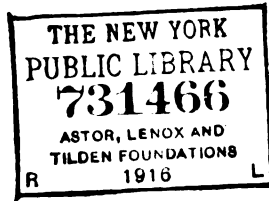
Editor of Hardware Age

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1914



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PREFACE

THIS book on window dressing has been prepared from the material furnished by the most progressive hardware merchants in America during the past three years. It is bright, fresh, up-to-date and interesting. Comparatively few hardware stores employ a skilled or trained window trimmer, and while this book contains a world of suggestion, even for the expert, it is primarily designed for the use of the ordinary hardware clerk to whom window dressing is a big task. The displays used in this book, for the most part, have been prepared by average hardware salesmen who have made the most of their opportunities and studied the art of window dressing. The things these men have accomplished are within the reach of any progressive retail hardware clerk who is truly desirous of making the most of himself and the most of his opportunities. It is the greatest hope of the author of this book that it will become your silent partner. To learn the underlying principles back of the more important displays here illustrated will bring you business returns worth twice the effort.

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The Ideal Window

ONE of the characteristics which made Abraham Lincoln so well loved and respected was the faculty of listening to everyone's advice and then in a tactful, quiet way doing as he pleased.

It is often so easy to give advice, when it would be as difficult for the giver to put it into practice as it would be for the person to whom it is given.

Advice is the essence of things hoped for, and often the substance of things impossible to realize.

But in this world where perfection springs from the sodden muck of imperfection, one can listen with profit proportionate to his ability to sift the good from the bad.

The man who goes through life, however, without taking advice or without having a purpose, will find himself at the evening of his day as far from success as the rudderless derelict will be from its intended harbor, when the storms buffet it to the bottom of the deep.

In every human endeavor there should be an ideal, and as a rule, the more perfect and elevated that ideal, the greater will be the altitude toward success attained.

So, in giving advice relative to the ideal window display, we shall endeavor to keep in mind two things.

First, to make it as near the acme of idealism as possible, and yet keep the feet so well placed on the ground of practicability that the reader will not be wearied in well doing by having tasks placed before him beyond his ability to perform.

It is well to remember, at the outset, that every merchant has troubles of his own. That is to say, he has other things to look after aside from window dressing. That in the place of devoting all his time to this one feature and letting the others run themselves, he must be placed in such position as to enable him to look after all details and yet get the most possible out of his windows.

So in painting the masterpiece we shall endeavor to paint, we shall not be unmindful of the simple and necessary tools used in its painting.

/ An ideal store window is that vital organ of a mercantile business which lifts the business out of the average ranks and places it in the class which is recognized as the representative and model of the line. It must do more than make money. It must command that respect which compels every passerby

to figuratively take off his hat while in its presence. It must do more than that. Its precepts must be so impressive and valuable that they will become a factor in the uplifting of civic pride and the promotion of the public good.¹

If it performs these functions, it will have written over the door of its creator, in a manner no painter's art can equal, Success and Fame.

This is the ideal to be kept in mind, this is the pinnacle to be scaled.

This may seem visionary and unreal, but the heights are there, and those who are at the top have scaled them.

This being the case, the first thing to do is to study the way, and locate the passes which will give access to higher altitudes, and the paths by which others have successfully passed over the points of danger.

Very little can be accomplished in a commercial way, without the expenditure of money. It therefore follows that the first step is to decide how large an appropriation can be safely made for this feature.²

If one has only peanuts to sell, he will need to spend sufficient money to place his stock so that the passerby, with an appetite, will realize that it is peanuts which will satisfy his hunger in the most satisfactory manner. So no matter how small the stock may be, it must be realized, at the start, that it will take good money to advertise it sufficiently to make sales, and a well-ordered window display is the super-essence of advertising.

After this feature has been carefully canvassed, weighed, and finally settled, the next to be considered is the most economical, yet effective way to spend the appropriation.

A little seed, carefully nourished, will often produce greater harvest than a measure carelessly thrown to the wind.

In this connection, it is well to decide who is to make it his business to make the window a study and see that it is properly attended to.

If the proprietor cannot see his way clear, and make a solemn vow to look after the matter himself, the next thing is to select from his employees one who is best fitted to perform this duty, and who can be depended upon to see that it is done properly. And no matter what that employee's ideas may be, or what he may think his abilities are, get into his system the proper spirit, the true conception of the underlying principles of the art and the general knowledge of their application. And as all human agencies are unreliable, care and interest should be exercised to see that he keeps on the right track and fully awake to the importance of his duties.

After these important details have been settled, the following general suggestions should be kept in mind and applied as best judgment may dictate.

As the seasons, months and days go by, the scene is constantly changing. The actors are coming on and going off the stage, after having performed their parts. The stage manager will be kept busy changing the scenery, prompting

the actors, sifting the good from the bad, giving the spot light to the most talented, and in keeping the chorus well drilled and properly placed, in order that he may please his audience and keep their interest. There is nothing so depressing as "chestnuts" or long drawn out and monotonous acts. To be more explicit, don't let grass hooks take up the space which should be given to ice skates. Don't leave a display, or a part of it, in a window till it gets common. For after a change has been made, a large number will have got the habit of passing the window without looking at it, because there has been nothing new or interesting to look at. On the contrary, cultivate in other people the habit of going out of their way to see your window, to learn not only what is new and seasonable, but what is about to be the correct thing.) As our leaders of fashion go abroad to learn the new styles, so should the people of the community learn to go out of their way to inspect your window, and to see what is the latest in your line. In this way your store becomes an authority, and the oracle to be consulted before a purchase is made. |

There is a great big well-developed bump of curiosity in the make-up of every human being, and if the public has been educated to have confidence in your store display, an advertisement announcing a new display of most any kind of goods, will have a hundred per cent. greater pulling and convincing power. In this way the window will reinforce your general advertising and extract from such ads greater profit.

As is more fully brought out in another chapter, the window is the most valuable space around the store. Consequently it should never be called upon to perform the part of a store or stock room.

| Allow only such goods to be displayed as are entitled to special representation at the time, and then only the most creditable representatives of the line should be given space, unless it is desired to make emphatic by quantity or to make a display of the entire line. For example: If in a general display, two or more articles of the same kind and size are scattered about, it is space thrown away. One will speak for its line as well as more, unless sufficient number are shown for emphasis. The space is more valuable if given to a representative of some other line which may not be there.

Another vital feature to be kept in mind is never let the window itself attract attention from the goods displayed. If it does, it would be like a salesman who by his flash of diamonds, perfumed handkerchief, dazzling raiment, etc., would say, "Yes, these goods are alright, but just look at me!"

Everything in the way of draperies, fixtures, scenery, etc., should point to, emphasize, and reflect the goods. It is the goods that are to be sold and not the window. This should, in a measure, be carried out even in the strictly decorative or artistic display.

It may not point to any special article or articles, but it should constantly remind the observer that the standard of the store making the display is of the highest.

Unless one has such respect and veneration for certain goods, arising largely from his long association with them, that he does not care to part with them, it is often desirable to remove the patriarchs from the flock and give their place to newer and fresher lots. In this case, the window can be of great assistance. Where a sacrifice in price is to be made, the chaotic form will generally do the business. But where the regular price is to be asked, such goods should be displayed with the very latest creations of other lines only; never with new goods of the same line. By this arrangement the glory and attractiveness of the new lines will lend a luster to the old. And even if their antiquity should be so pronounced as to be apparent, the fact that there are the latest creations of the craftsman's and designer's skill displayed at the same time, will not permit the inference that the store as a whole is antiquated, as might be the case if only old goods were shown.

A woman (we do not have space to mention a man), when she desires to make a personal conquest, smoothes out the wrinkles, dons her most attractive scenery and makes her most bewitching bow. So old goods should be garnished with the most bewitching draperies and placed where they will catch the brightest rays of the new goods' reflected luster. Then they are in good company, and will be appraised by the observer with much greater favor.

A window may have placed in it goods of the greatest value and these goods properly arranged, but if the window itself is devoid of color it is bound to present a more or less dismal effect. A few bright ribbons on a very plain young woman, or a neat buttonhole bouquet and a glistening shoe polish on a young man, will often speak more for them, when applying for a job, than a sheepskin from the most famous university. The sordid in life is so common that it becomes monotonous. So if the window is to catch the eye, and lend to the goods that bright, cheery appearance, so necessary, it must have those touches of color which are essential to cheery effects. This, however, can be easily overdone. An overdressed window is as inartistic as an overdressed person. Just enough to make tasty and neat, and not enough to make gaudy, is the happy medium.

The simple display is often more fetching than the one on a more elaborate scale. If the window be small, it is better not to attempt too many elaborate or general displays. It is much better to make more frequent changes and each time display a limited number of articles or lines. Some have the idea that to convey the impression of completeness, it is necessary to crowd the window full of goods. Such is on the order of the South Sea Islander's idea of feminine beauty. There such beauty is measured by weight.

Take a small window and place at the middle and to the back side of the floor a terraced pyramid. Drape the floor and walls tastily. Place a few well selected articles on the pyramid and a few in each corner of the floor.

Then do the same in the center and corners of the walls. Connect them with some form of attractive and contrasting drapery, such as ribbons, jack chains, rope or other suitable material. The effect will be both attractive and pleasing and the time consumed nominal.

If the window be large, this same scheme can be carried out by dividing the window into sections, using low partitions constructed of wood grill paper, or some other material mounted on wood.

In each section arrange a small display. These can be changed in rotation, thus bringing a new line into the window with frequency and removing the old before it gets stale. This can be done in a short time and in spare moments, thus never making the window a burden and yet keeping it fresh and attractive at all times.

Keep your displays clean. One can excuse poverty and rags, but a dirty face is an abomination. Dust from both inside and out will accumulate and unless constantly removed will not only mar the display but, in many cases, injure the goods. To materially assist in keeping clean, it is wise to construct the window as nearly dust-proof as possible. Plated ware and polished goods will soon be tarnished by moisture as well as dust.

This makes it necessary to go over them quite frequently. A rusty knife or a tarnished and dusty chafing-dish places it at a disadvantage and reflects on the whole display.

So, as a final reminder, we will quote from our copy book of school days, "Eternal Vigilance is the Price of Success."

Elements of a Successful Advertisement

WE ARE told that God placed the rainbow in the sky as a token of his promise to mankind that he would never again destroy the earth by flood.

It is a beautiful thought, and so far as records go, is the first successful advertisement. For, according to Webster, "Advertising is to make known by public notice."

We say successful, because it possesses so many of the prime factors of a successful advertisement.

It is always interesting. It is a constant reminder of something important. It is talked of when not running. It has so far proven faithful to promise, and consequently is relied upon. When running it is always placed where it can be seen. It prints its colors on the darkest clouds as well as on the clear sky. It impresses the observer with the personality of its creator. It always keeps its colors up to standard. It stands out from its surroundings in such manner as to divert attention from everything else. And lastly, it reaches around the earth.

As the analysis of any subject is of first importance to its intelligent discussion, let us proceed to analyze the foregoing.

IT IS ALWAYS INTERESTING

Advertising copy of any nature is a useless expenditure of money and time unless it is so worded that it will create and retain interest till read through. Say something original, or give new information or old information in a better way. Every article of merchandise has its story, its characteristics and its good points. Strike at the meat of things. Cultivate the art of loading each word with meaning, and in this way make a few words transmit as great a meaning as possible. Brevity is the soul of wit, and advertising space costs money. The successful drummer is one who, by his personality, or by his jokes and pleasing temperament, entertains you while he, figuratively speaking, slyly slips his hand into your pocket and extracts an order which you may have had no previous thought of giving to anyone. So the advertisement, whether display or otherwise, should hold the interest till the thought, relative to the goods, has been driven home and clinched.

IT IS A CONSTANT REMINDER OF SOMETHING IMPORTANT

The advertisement of a general line of goods often fails of results on account of its commonplace generalities. It is a foregone conclusion that if you are

running a hardware store you handle a full line of hardware. That does not create especial interest. There is nothing in the statement to wake sleepers. There has been nothing offered to induce the public to go out of its way to call. But that you have to-day, or will have to-morrow or next week a new, handsome and complete line of lawn swings and hammocks or ice cream freezers, or some other needed articles, does interest and will bring people to your store. That you have completed a new window display that you feel proud of and are willing to brag about in the newspapers, will get people around your way to satisfy curiosity, if for no other reason. Prime each ad with some new feature and when it is discharged from the printing press it is going to make noise enough to be plainly heard. The beauty of that kind of a noise is that it has an echo.

IT IS TALKED OF WHEN NOT RUNNING

While it is difficult to conceive of a time when some sort of an advertisement should not be running, yet the best way to collect compound interest on the money invested in an ad is to make that ad so unique, so startling or so valuable that it is going to be talked about, cut out and come back to you leading a customer. As many people, no doubt, have been impressed by a certain brand of wool soap, on account of having their attention called to an interesting display ad of that article, as have been interested by reading and observing, on their own account, the ad in print. An ad may be general in its character and create wide comment, but such an ad requires skill beyond the ability of the ordinary person. But an ad that is specific, which quotes attractive prices, or tells, in a conversational way, or in other words plain every day talk, just what you will do in the way of supplying certain goods, gets at the center of the matter and sets tongues wagging and eyes searching for your ad each issue.

IT HAS SO FAR PROVEN FAITHFUL TO PROMISE, AND CONSEQUENTLY IS RELIED UPON

You can fool all the people part of the time and part of them all of the time, but you cannot fool all of them all of the time, is a thought as true to-day as when Lincoln first gave it utterance. And when they find that you have been fooling them, your most profitable stock in trade, public confidence, has dropped a large number of points and will be very difficult to recover. And while this is true, in a way, with all, it is especially true of the local merchant. When sending away for things which have been selected from catalogues, as a rule, a certain allowance is made for exaggeration. But the local merchant is taken at face value and if he does not make good it means serious loss.

It is a very serious mistake to believe that an ad, to have drawing powers, must be painted in high or fictitious colors.

The plain, unvarnished truth hammered home is an earnest, energetic manner is convincing. It commands respect and confidence. One will listen to a street faker ruthlessly slaughtering the Queen's English, and be amused, but receive no suggestion that it would be wise to buy his wares.

You must carry a stock of goods of sufficient value that the plain, honest statement of their merits will make interesting reading, or you will have to drop back into the lines which must be sold on price alone. But in neither case can a successful, desirable trade be built up by trying to make the public believe the shoddy is worth more than it is, or that the goods possess qualities which they do not. A certain farmer was solicited for his clothing trade by a new store which had started up at the farmer's place of trading. Attractive values and prices were offered, but without results. The farmer's argument was that he had bought of a certain store for thirty years, and not being a judge of clothes, had relied on the judgment of his merchant. And in all that time had never been sold an article which was misrepresented to him. This is not an illustration gotten up for the occasion, but is a real experience, the value of which every successful merchant is familiar with. It is also possible to so garnish the truth with untruth that the whole is misleading and will be classed as fraud. If the hardware merchant will state that he will sell a hoe made of tin for one price, and another made of the best steel for another price, he will sell both tin and steel. But the fact that he came out and made an honest, frank statement as to values, will have inspired confidence and secured the business. It is not the knowledge of certain unpleasant conditions which causes so much worry as the uncertainty concerning them.

If one has bought an article below cost, the reason why it was so offered should be honestly and clearly set forth. Then the suspicions in the customer's mind are removed, and he is ready for any contingency which may arise later.

WHEN RUNNING, IT IS ALWAYS PLACED WHERE IT CAN BE SEEN

It is the experience of most advertising solicitors that the average advertiser had rather take larger space in an obscure corner, than small space in a prominent location, if the space is classified and graded in price relative to location. Or he will place an advertisement, without much regard for circulation, if the price be lower than that offered for the same space in a much better medium. Those familiar with the prairie fires of early days know that it took but a trifling blaze, fanned by a high wind, to start a great conflagration. So a small ad, well written or executed, and placed where every reader will see it, will bring greater results than one costing the same but taking up double the space and located where it may be discovered by chance only. Just a few words to attract attention, a few more which are suggestive of what would result from a call or inquiry, will generally "land."

This, however, is speaking in the broader sense only. Publishers are providing for just such contingencies by scattering reading matter with the advertising.

Again, in case of publications such as trade magazines, where the advertising sections are looked upon largely as catalogues of goods, the location is not of so great importance. Here the reader will look through the advertising sections with almost as much interest as the reading matter, and in some cases more.

IT PRINTS ITS COLORS ON THE DARKEST CLOUDS AS WELL AS ON THE CLEAR SKY

When business is dull, the merchant is apt to begin pulling in on his advertising. But if ever he needs advertising it is when his overhead expenses are eating up his sales profits. It is then that extra effort should be made and inducements offered to get the public to buy. It is then that the display window should bloom in all its glory and advertising space should be purchased with the greatest liberality. It is the best time in the year to work off surplus stock by attractive ads and sales. It is easy to sail the ship with plenty of wind for the sails, but it is when the wind is slack that all sails must be set so as to catch every breeze. Everyone likes to trade at a busy store. One may not be able to tell why, but because it is getting the crowd it is reasonable to suppose there is a reason somewhere, hence the crowd.

It is when the appetite is bad that one needs an appetizer. There are hundreds of articles which can be purchased at any season of the year but must be put before the public, in an attractive manner, to remind people that they are needed and convince them that now is the accepted time to buy. A good merchant thinks for his community.

IT IMPRESSES THE OBSERVER WITH THE PERSONALITY OF ITS CREATOR

Some of the most noted and successful advertisers have built up their business by showing, as a feature of each advertisement, a picture of themselves. But it is not necessary to illustrate one's personality by a photograph. If the advertisement talks right out from the heart, in the first person singular, the writer's personality will so reach out through it that he will not only get the ear but the hand of the reader. An old German farmer down in Missouri was sent to the Legislature. A certain bill was up for discussion which had attributes not at all pleasing to the old German. So he got up and said, "Mr. Speaker, I don't know noddings much about der law, I can't read English so much already, but I can see mit oud my specks der devil's cloven hoof stickin' through dis ere bill." Here was a case where the intent soaked through the reading matter and transformed itself into a personality. So heart to heart talks with the public, in public print, will not only interest people in your

store, but will get them interested in you. It is said that the only real well known people in this world are those in the hands of bill collectors. We will let that pass for what it is worth. But the merchant who can get public confidence so that people will come into his store and tell him their troubles should congratulate himself. And that is just what his advertising can do for him if he will only put his individuality into it.

IT IMPRESSES THE OBSERVER WITH THE PERSONALITY OF ITS CREATOR

It is not always easy to go to business each morning steamed up to 100 pounds to the square inch, but it is quite essential to success.

An advertisement, which this week gets everybody all stirred up and on the tiptoe with expectancy and interest, and the next issue comes out colorless and flat, has the effect of making promises and not fulfilling them. It is sometimes hard to create interest, such as just described, but when it has once been accomplished it will be comparatively easy to maintain if it is not permitted to lag. Get into your store and look around. Picture each article as an actor impatient to get out before the public. You will soon have them all clamoring for attention, and you will be so loaded with good advertising material that you can't find space for it.

Keep your finger on the pulse of public need and anticipate it with the proper goods, introduced in the neatest and most convincing manner.

There are only 52 weeks in a year and several thousand articles to be advertised. So it should not be at all difficult to keep color in the advertising.

IT STANDS OUT FROM ITS SURROUNDINGS IN SUCH MANNER AS TO ATTRACT ATTENTION FROM EVERYTHING ELSE

In newspaper advertisements, as well as in show windows, competition is strong. And the percentage of people who will read your ad will depend on its prominence, either in quantity or quality.

As the results obtained depend on the number of readers, it is necessary that the ad possess individuality which will make it stand out from among its fellows so distinctly that it will catch the eye of every reader. It is only then that results are secured in fullest measure.

IT REACHES AROUND THE EARTH

The theory in an investment is, that if a little is a good thing, more will be better. This is especially true of advertising. If an ad is poorly gotten up and lifeless, any money spent on it is as good as wasted. But if an ad has pulling powers, then the further it reaches the better. In other words, if one dollar spent in an ad will sell sufficient goods to produce a net profit of two dollars, it requires but slight mental arithmetic to see how one can make a fortune in a small time. A great many make the vital mistake of

running an ad but one issue, and if it does not bring satisfactory results, discontinue. It frequently takes an ad two or three issues to get down to work. One reads an ad once and is only slightly impressed. But if it is there again, enough interest is created to get results. Then again, one will read an ad, be impressed, fully intend to purchase, but forget. The second is a reminder and will probably get action.

The continued running of an ad, however, does not mean that the subject matter or the reading or arrangement of it is not to be changed. On the contrary, it is necessary to change it often so that what may not have appealed in the old will in the new. And to maintain interest that has already been aroused, something fresh and newly interesting must be served.

So far, we have had to do with only the elements necessary to produce a successful advertisement. What has been said of advertising in general, can be applied to the window display.

It is our purpose now to show the relation between the printed or newspaper ad to the window display.

If one were to ask any successful merchant which form of advertising he would abandon if he could not avail himself of both, he, in most cases, would say he would keep his window display. They are both salesmen of the highest value. And as both are working for the same end, should always work in harmony.

It would be just as business-like and profitable for two partners in a business to work independently of each other and without knowledge of each other's plans or efforts, as it is to have the advertisement in the papers out of harmony with the window display. The paper ad should refer to the window, and the window in turn should always carry, in prominent form, the paper advertisement. The paper ad should be the herald messenger announcing the coming of or the existence of the window. In this way attention is directed to the window, which in turn will transmit interest to the goods on sale. If the ad insists on a personal examination of the goods in the store, some will have a hesitancy in responding, on account of the dislike of asking to be shown something they have not made up their mind to purchase. But if they know they can call around and get a look from the outside they will do so, and this gives the window opportunity to display its selling powers, and by the time the customer has got inside the store he is pliable material for the salesman.

Where time is available, the newspaper ad should announce the opening of a window display considerably in advance of the opening. For example: If an advertisement announces that on a certain day there will be exposed to public view an interesting and attractive display, it creates interest by anticipation and expectancy. These are two of the most powerful agencies in the creation of interest. And if the store be noted for its handsome, original and

interesting displays, the interest will be doubled. It is a foregone conclusion that the goods displayed will find purchasers.

The commonplace announcement of commonplace goods, in order to create interest, must be advertised at startling prices, or it must be those who have already decided to purchase who will be attracted. But throw around the same goods the glamour of such interest as will be created by the announcement method, and many will purchase who had no previous thought of doing so. How many of us have gone to a fair, or some especially advertised sale, and come away loaded down with a quantity of stuff we would have considered it foolish to have purchased before we went.

While the announcement should take great care to mention the goods to be displayed, it should call especial attention to the display. Then let the display emphasize the goods. In this way the feature or thought of entertainment is uppermost in the mind and consequently will draw.

Care, however, should be exercised to not over do in this respect. Don't throw too great a burden on the window and make it impossible for the window to live up to its reputation. At the same time, it is the especial business of the window to stand up under very flattering comment.

By this method, of having the paper ad and the window display working in harmony for the same end, there will have been secured 100 per cent better net results, and the combination will make dull days so infrequent that they will become a matter of tradition.

Window Displays

ONCE upon a time, so the fable runs, there were two plants growing side by side in a garden. The sun shined on each with impartial gladness, the dews baptized each every evening with equal tenderness. Both were conscious of having within them hidden attractions, one in its powers of beauty, when its blossoms should unfold, and the other in its fragrance which could be discovered and appreciated only by those who happened to know it by reputation.

Finally the season of maturity arrived.

The one with the beautiful blossoms flashed its glory and waved its greetings to passersby who stopped to admire and pluck its blossoms. Its fame went abroad and its seeds were treasured and planted in many places.

The other obstinately refused to tell of its hidden treasures and was trampled upon and finally grieved itself to death on account of the world's ingratitude.

The moral is too evident to take time in drawing.

How many merchants, because of their own knowledge that they have of the great values contained in their stocks of goods say, "I will let my goods advertise my store," or to put in other and familiar words, "We are advertised by our loving friends." So far so good, but "our loving friends" are not in the advertising business. And the merchant who is too modest or so conservative or conceited that he will not take the pains to flaunt his treasures in the eyes of the public, is liable to get trampled upon by a competitor who has his banners flying. And no matter how much he may rail at the fickleness of the public or the immodesty of his competitors, he can lay no claim to sympathy when he is obliged to close his doors.

Remember that no matter how strong your magnet may be, gold and silver are not attracted by it.

Webster defines advertising as "To make known by a public notice." One of the best public notices that can be put up is a well thought out and executed display window. If it be otherwise, it would be better left undone.

It is said that the eyes are the windows of the soul. And the display window is, or should be, the criterion by which the store as a whole can be judged or by which its especial values are measured.

It is by keeping this in mind that the importance of the display window becomes apparent.

A quantity of goods dumped into a window without thought as to scheme of arrangement, classification or taste is a notification to the public that the store is not keeping abreast of the times and is to be classed with junk shops. On the other hand, if the display be intelligently thought out and executed, not only is it an attraction but it arouses respect and confidence in the enterprise.

Coming events in merchandising should always cast their shadows before. If they do not, the event has arrived and passed away without the public having become interested. If you are going to have something good to offer before long, get busy and begin whetting the public appetite. Nothing is so pleasing as anticipation. Nothing will make the small boy horde his pennies more industriously or carefully than the billboards announcing the coming of the greatest show on earth.

So the housewife will save up her money and refrain from spending it elsewhere if she knows that at your store on a certain date great values will be offered or new and attractive lines will be exhibited.

Make your newspaper ads herald the opening of a new display and then make that display live up to its reputation. For example: If on September 1st you are going to offer to the public the finest line of stoves that ever came into your section of the country, announce in the newspapers not later than August 15th that on August 25th you will unveil to public gaze one of the most handsome and impressive window displays of stoves ever witnessed. Then on August 25th be there with the best display you are capable of making. In this display announce very prominently that on September 1st the most complete line, of which these are only a few samples, will be ready for inspection and selection. In this way interest has been aroused and maintained in advance, and orders will be held in reserve. Not only this, but the display, if it be up to expectation, will become the talk of the town, and the advertising thus done will compound in its results.

As important and valuable as your newspaper advertising can be made, remember your window display is your intimate and personal introduction of your store to the public. It is that which gets close to the public interest and makes your general advertising a reality. Your wife may put up with you around the house without a collar on, but the public will not tolerate a sloppy window display at your store. It is here you must make your most perfect bow and extend, through your most Chesterfieldian manners and pleasantest smiles, a welcome to your place of business. It is here that you demonstrate the thought that this is the kind of people you are and the class of goods you sell. Your ads may show rainbow tints, but your window displays must represent your true colors.

It should be evident from the foregoing that if you are neglecting your window displays you are depriving yourself of the most potent factor in making

your business a success. You are not giving your general advertising its proper support and you are sowing seed which is bringing to fruition a harvest you are only indifferently prepared to reap.

The only excuses you can find for being in business are that you may enlarge your bank account, help your town to gain a reputation for having the most enterprising merchants, and leave, as a means of livelihood to your posterity, something worth while.

Attractive, intelligently arranged window displays will afford you, as nothing else can, a place high up on the list of "Leading and Successful Merchants."

Classification

A CAREFUL study of the subject of window dressing will develop the fact that the whole art is founded on a clear and distinct classification.

As in other professions and trades, there are window dressers and window dressers. We have all witnessed the person with no ear or training for music seat himself at a \$1,000 piano. He will make a lot of noise and possibly, by chance, produce a little harmony. On the other hand, another chap can take a 15 cent mouth organ and make you believe he is a whole marine band.

In the first instance there is no purpose, no thought-out or acquired plan. In the second, the performer has the ear for and the knowledge of harmony and theme. Even the chaotic must have method in madness, so to speak.

It is this sense of the fitness of things that a successful window dresser must have to be original, and no one can consider himself master of his craft till he is able to do more than imitate.

The object of analyzing and classifying displays is to foster the initiative and original. For example, a pupil may, if he has the answer to a problem, perform that necessary to arrive at the answer. But unless he understands the principle underlying the class to which it belongs, he can do no more than copy, and as conditions vary in the different stores, it is vitally essential that the basic principles be thoroughly understood.

The examples shown in this book are intended only as suggestions to aid after the principles and classifications are mastered.

ARTISTIC DISPLAYS

The aim of the artistic display is to create a favorable impression as to the store in general. It is not intended to feature or advertise any special class or line of goods. Simply confining itself to those which will aid to the greatest degree producing an attractive and tasteful effect. Great latitude is permissible in the use of draperies, flowers and window trim fixtures.

This display (Fig. 1) differs from the holiday display in that the latter represents some especial day or event while in the artistic only the beautiful and pleasing is contemplated.

The display here shown as an example of the artistic is not representative in the fullest sense. In this display a certain line of goods, china and glassware, is featured. However, it does carry out the idea of creating a window

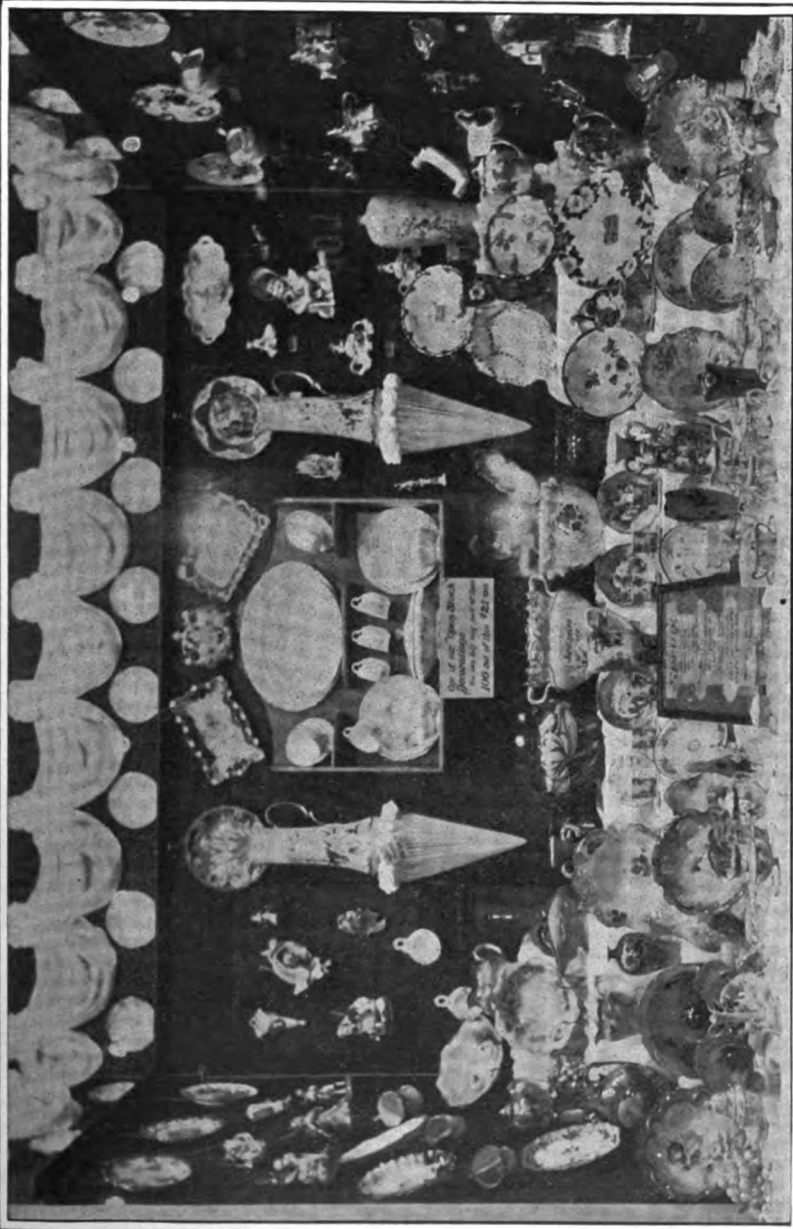


FIG. 1. DISPLAY FEATURING GLASS AND BRIC-A-BRAC BY KIN KERTER & SHEPPARD COMPANY, FRANKFORD, PHILADELPHIA, PA.

which, by its artistic arrangement, and use of dainty and attractive goods and draperies, gives tone to the store.

In many cases, the window space is limited and consequently a strictly artistic window is not practicable. As a compromise, goods are selected capable of producing the most artistic effects, and these so reinforced by trim that both the artistic and commercial have recognition.

UNIT GROUPING

Under this classification goods of the same or similar kind are arranged in groups on separate backgrounds or pedestals, and these groups assembled in neat, harmonizing and attractive manner.

This is used largely where a great variety of goods are to be shown in small space or where each class is to be prominently featured.

Another arrangement of the groups is to associate them on a common pedestal or background.

Aside from featuring the classes, and making impressive the extent of the lines carried, the unit grouping method has a tendency to concentrate the mind of the observer till interest is created.

A display window is a silent-salesman, and the prime qualification of salesmanship is to secure interest (Fig. 2).

The display here shown has been designed and constructed by *Hardware Age* to illustrate more fully the idea of a strictly unit grouped display.

The chief aim of such a display is to feature new lines. It often occurs that a customer will call for and purchase goods of a more ancient pattern on account of lack of knowledge of newer creations. This is quite likely to cause dissatisfaction when he finds he has been sold something not up-to-date. All this can, of course, be avoided if the salesman takes the trouble to show new lines. But in the rush hours, and where the customer calls for specific goods, it is quite likely that the new goods will not be shown. Again if the new be shown, it takes valuable time and reduces profits correspondingly. But where a window has displayed, by the unit method, all the new lines, the customer is shown before he enters the store.

Again, the systematic display of new and attractive goods in the window, will frequently promote sales which would have been lost had their disclosure not been so made.

Again, the display of up-to-date goods always carries the idea of enterprise and completeness of stock carried.

The units here shown are easily made and the expense very nominal. The entire expense of preparing this large window, including units and draperies was under \$15.00. These units can be used many times and consequently are a valuable investment.

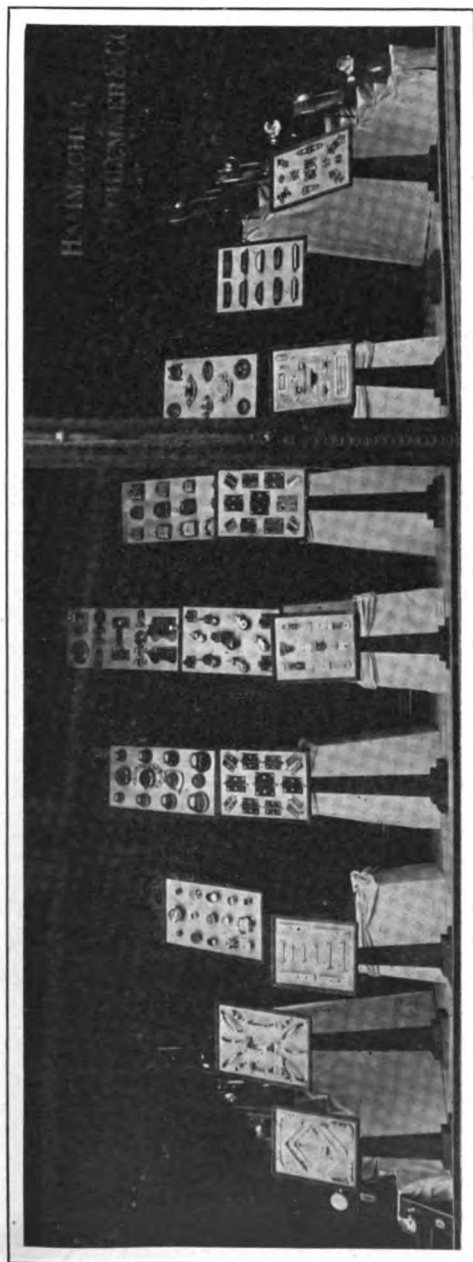


FIG. 2. WINDOW DESIGNED AND BUILT BY HARDWARE-AGE—CENTERS ATTENTION ON DISTINCT LINE OF GOODS.

The proportion of the unit's dimensions are as follows: Lower part of base, 6x6 inches; upper part of base, 4x4 inches; column, 2x2 inches at bottom and $1\frac{1}{2} \times 1\frac{1}{2}$ inches at top; top cap, 3x3 inches; sample board, 10x12 inches; column, 12 inches high.

These dimensions can be increased or diminished in ratio.

The materials used here were white wood for the pedestal and beaver board for the sample board.

The draperies were steel gray satine. The units were stained "bog oak" (green) with the exception of the sample board which was silver gray.

The design being "Woodcraft," the whole display presents a most pleasing and attractive appearance.

The classified exhibit differs from the unit grouping in that it is the association either in rows, circle or otherwise of articles of the same kind and differing only in size. For example: In the units may be grouped hinges of different makes, sizes and styles so long as they relate to a special kind of hinge. While in the classified, only one make or one design is placed in group. The aim here being to display the latitude of sizes of any one kind. Often a prospective customer will look at an exhibit of articles where only one of a size and kind is shown and think it represents all the sizes made or carried in stock. This would tend to discourage the prospect or lead him to order something else or go to some other place to get what he wants. Many people have the habit of looking around and if they do not see what they want will not ask for it.

Again, a lot of time can be saved by both salesman and customer by having on exhibit such classified groups with sizes and numbers shown that the customer can see what suits him without asking. Often a customer does not know what he wants until he sees it.

The classified form is well exemplified in the accompanying display (Fig. 3). Here the goods are arranged either in rows or in groups in such manner that the different sizes in which the articles is made, are fully demonstrated.

It also illustrates the latitude possible in the selection of goods and the amount which can be placed in a window without making it appear crowded.

This form of display is applicable to a window of any size and for goods of most any description.

SENSATIONAL OR FREAK DISPLAY

This is an exhibit intended largely to simply attract attention and consists in constructing some object or objects out of different kinds of goods.

The advisability of making such and its value is questionable. In the first place, attention is diverted from the goods to the object and unless great

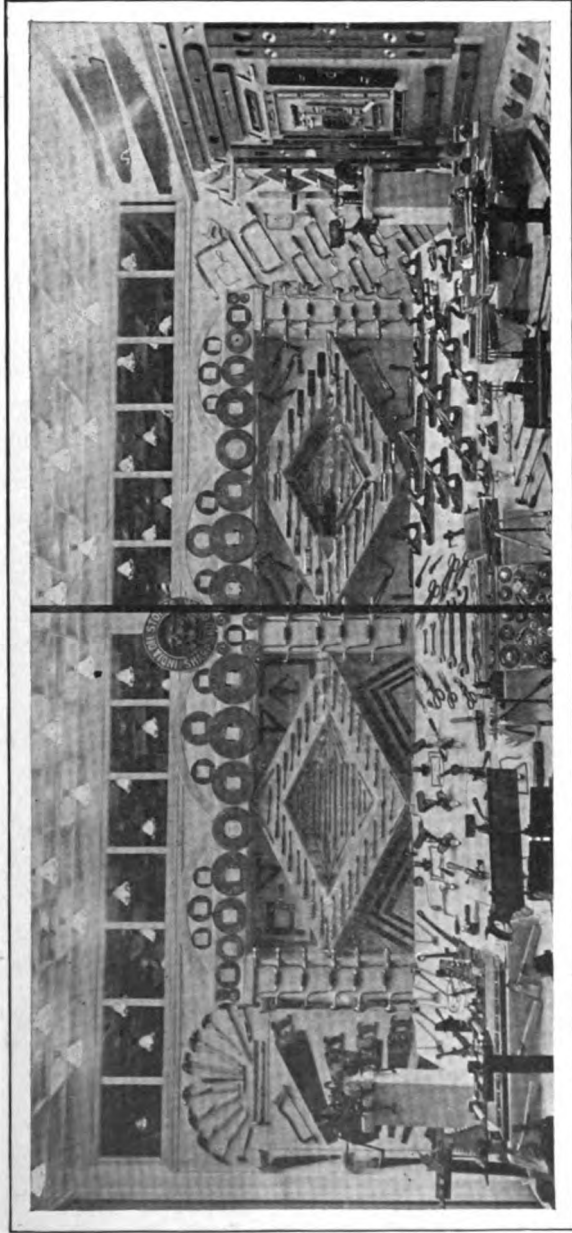


FIG. 3. CLASSIFIED DISPLAY OF MECHANICS' TOOLS BY W. A. L. THOMPSON HARDWARE COMPANY, TOPEKA, KAN.

skill is exercised, and even then, the tone of the display is not the best. The artistic will answer every purpose and the impression made is far better.

It has the effect of one trying to tell a funny story and leaving out the point.

No better example of the freak could be given than that here shown (Fig. 4).

The attempt has been made to construct an automobile and use as great variety of goods as possible.

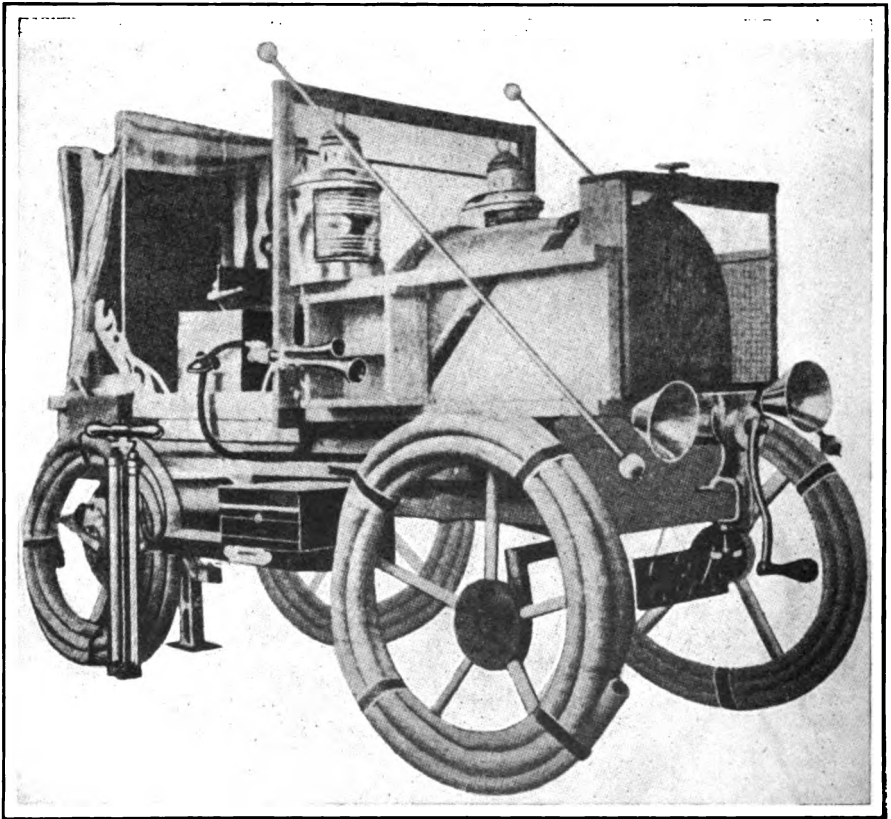


FIG. 4. A GOOD EXAMPLE OF FREAK HARDWARE DISPLAY BY A. W. GERSTNER COMPANY, NEW YORK CITY.

It is very evident that the thought and time expended has been considerable, and the results, so far as the builder's thought is concerned, have been very successful.

Such will no doubt produce a very attractive feature for a more general display; but it is very doubtful whether the goods used in the construction will receive such recognition as will create the desire to purchase.

If, however, the aggregation be used as the attractive feature of a neatly arranged general display, it will serve a worthy purpose.

The aim here (Fig. 5) is to build up by gradual steps to a culminative point where the spot light, so to speak, is thrown on some object or objects which it is desirable to bring into commanding prominence.

There is no display which gives as loose rein to the imagination or artistic ability. There is none which is more susceptible to splendid or regal effects. It is an exhibit which can be made in small space and will, at the same time, give the most magnificent results in large space.

For a stove, clock, refrigerator or incubator display nothing can be more appropriate if properly arranged.

A liberal use of draperies for background gives the most striking effects. One of the most elaborate illustrations of this exhibit is a stove display, showing the front of a Greek Temple, over the portico of which is the inscription "Temple of Economy," or showing the draperies and trappings of a throne in place of temple. Placed at both ends of each step leading up is a stove corresponding to body guards to the throne, the perspective narrowing at the top where stands in regal array the leader of the line. A strip of carpet of gorgeous hues is spread from under the leader down the center of the steps. Palms and other showy decorations may be placed at appropriate places. This, of course, takes large space and a deep window. But the possibilities of such an exhibit at the beginning of the stove season are unlimited.

For less pretentious displays, a small pedestal terraced on one or more sides and surrounded at the sides and back by draperies, neatly arranged, is very effective for display of cutlery, tools, etc., and is possible in small space.

All that could be desired in a strictly perspective and culminative display is illustrated in the display here shown.

The draperies carry the eye to a perspective point, where one line of goods is given the featured spot-light. Leading up to these are others which receive especial recognition through the deeply contrasting background and prominent terraced location.

Two figures are neatly and appropriately placed which add to the attraction. The floor affords ample space for a more general display.

GENERAL OR COMPOSITE DISPLAY

To exhibit general lines without thought of special classification of display, yet to show respect for order and fitting arrangement, is the function of this form of exhibit.

This may be accomplished by composite of different classifications or by no particular regard for any. The most common method is to provide a level floor, possibly slightly terraced, and a solid perpendicular and straight back-

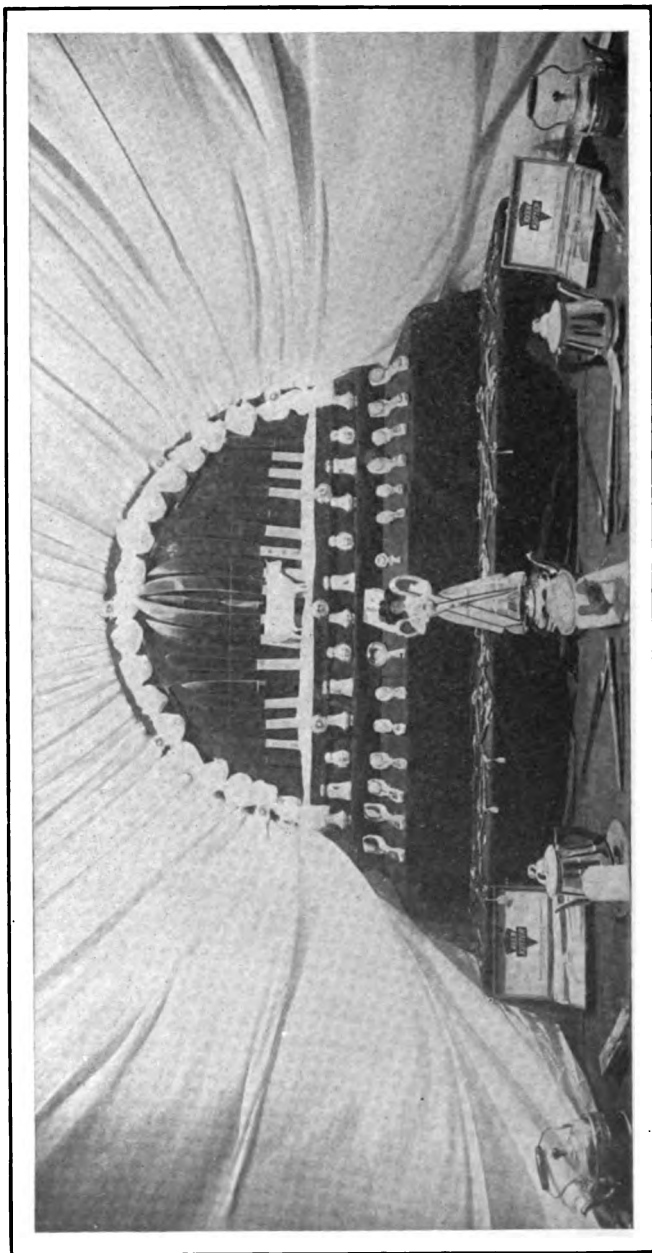


FIG. 5. SILVERWARE IN WINDOW THAT THROWS OUT GOODS PROMINENTLY DUE TO THE DRAPING OF WHITE CLOTH WITH PERSPECTIVE EFFECTS. DISPLAY BY CROWTHER HARDWARE COMPANY, SAN ANGELO, TEXAS.

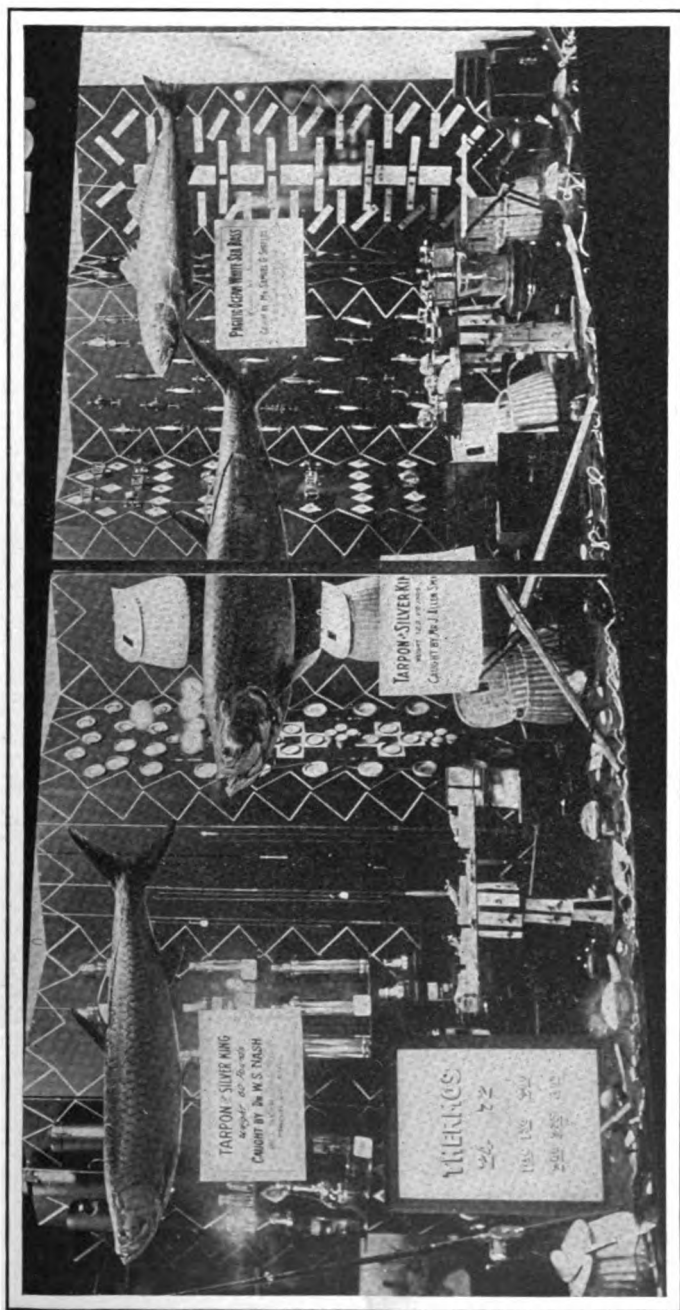


FIG. 6. SUGGESTIVE OF THE "FREE-FOR-ALL" ARRANGEMENT IN HARDWARE WINDOW DRESSING.

ground. The goods are then arranged on both floor and background in groups or scattered as is most convenient. To use a sporting term, it is a "free for all" arrangement, calling for but little study or preparation. It is handy in case of limited time or dearth of window dressing ability. It has, however, possibilities for display of taste and talent in the way of novel and appropriate arrangement (Fig. 6).

SCENIC DISPLAY

That certain lines of goods may be placed as nearly as possible in their natural environments, when in use, should be the function of scenery. Sporting goods, garden tools, etc., are some of the best subjects. Another instance where scenery can be used appropriately is in the artistic display.

Scenery should always be so arranged as to give the perfect panoramic effect, that is, so that the horizon from end to end be complete. Otherwise the realistic, which is aimed at, will in great measure be lost.

The perfect panorama consists of a canvas background hung straight or irregular to meet conditions necessary to produce the delusion, and real objects in the immediate foreground. This tends to make real the delusion, and if skillfully planned and executed, it is often difficult, when standing at a little distance, to tell where one begins and the other ends. To properly build a scenic display, calls for no small amount of ingenuity and skill.

Before attempting such an exhibit, it is well to have a sketch or picture showing, in detail, what is to be accomplished. A careful study of your plans will save a lot of time and hard work after the actual building has begun.

The elaborateness with which such features can be carried out depends on the space and materials available.

Depth of space is of greater importance than any other dimension, as the perspective is the main feature.

There is no form of display which will appear as crude or displeasing as a clumsy careless attempt at a scenic display, and on the other hand, such a display, carefully and artistically constructed with perfect perspective, will be most attractive (Fig. 7).

It is not every merchant who is equipped with appropriate figures to produce a proper realistic effect. Nor is it always possible to secure scenery which will meet the requirements of an artistic scenic display.

The one herewith shown, affords all that could be desired in this direction. Here the realistic is about as perfect as is possible in window effects. However, there is in nearly every town or city some one who is capable of painting, in a creditable manner and without the outlay of any considerable expense, scenic effects, which, when properly placed, will not only answer the purpose, but make

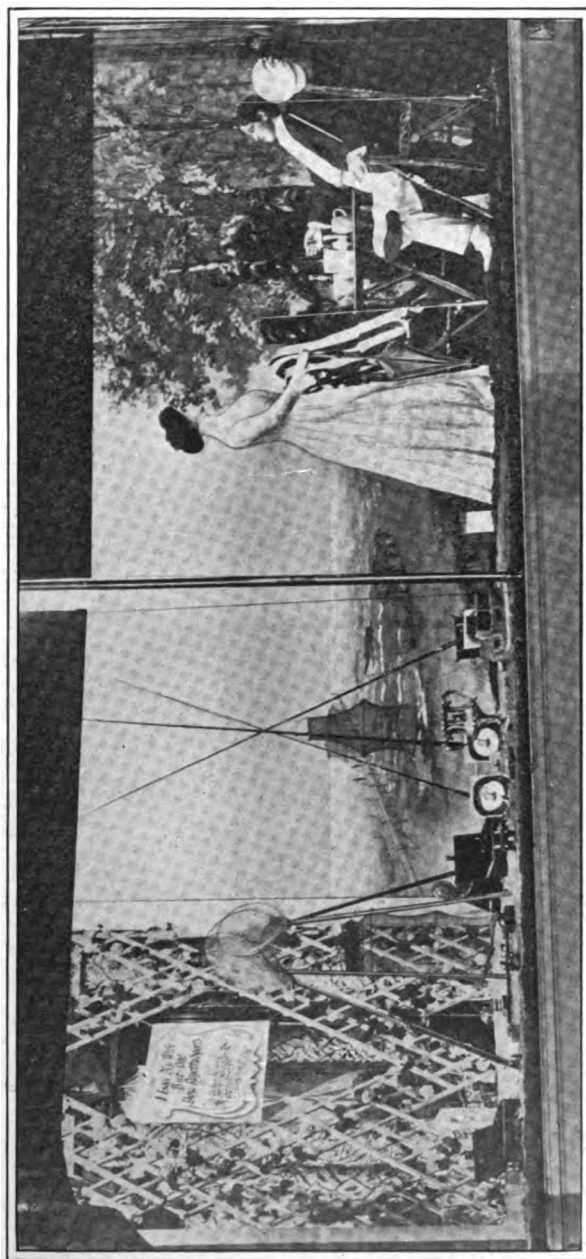


FIG. 7. ELABORATE DISPLAY REPRESENTING A SAILING REGATTA, ADOUE-BLAINE HARDWARE COMPANY, HOUSTON, TEXAS.

very creditable showing. Such effects are not at all difficult to obtain and as they are not required to be a work of art, can be produced at a price within the reach of any merchant willing to properly advertise.

The all important item is to see that the realism is complete.

MOVING DISPLAYS

To forcibly attract the eye to a window and hold same till interest has been aroused in the goods advertised, is the objective point of moving displays. No other form of advertising has ever proven as immediate in results as this. It will draw the attention when the mind may be engaged on other and absorbing matters, and curiosity in the average person, which is both a bane and blessing to us all, will do the rest.

This being a well recognized fact, it naturally follows that money judiciously spent in this sort of display is good investment.

The forms this display may take are legion. In the scenic types, waterfalls and streams running over shot mill wheels, etc., are produced by a pumping system which raises the water as fast as it reaches its lowest level. In the educational, engines and machinery are put into actual operation. Flowers are made to bloom and disappear in magic gardens. Display cards with interesting, catchy talks change positions. Moving pictures are displayed, etc., etc.

Power, being an indispensable factor, can be supplied in many ways. Electric motors are ideal where proper current is available. Water motors are easily

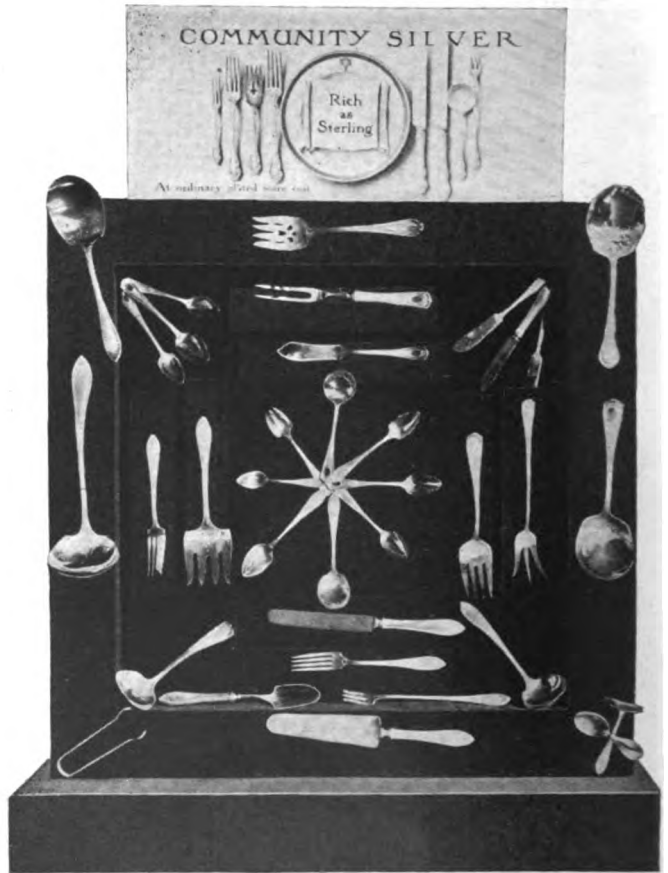


FIG. 8. AN EXAMPLE OF THE UNIT DISPLAY, SHOWING NEAT ARRANGEMENT OF SILVERWARE.

installed. Spring motors can be had but need more or less attention. A low salaried boy sometimes comes in handy when other power is not obtainable.

MOVING UNIT WINDOW

A moving device, to be of value, must be one which points to and emphasizes the goods advertised. If it simply entertains and does not attempt to sell goods it does more harm than good. The various units may be kept moving in different and reverse directions. The movement must be sufficiently spirited to attract but not so rapid as to produce confusion as to the goods.

One may look into a window and not see many articles on account of the commonplace effect, but the moment one of them starts to move the attention is instantly called to it, and that a variety of articles be given especial prominence, the several units are provided.

The device is 28x28 inches and the rectangular units 2x10 inches. The circular unit is 10 inches in diameter. This affords space for the display of a considerable quantity of small articles such as hinges, clips, drawer pulls, etc.

The entire surface is covered with black rich velveteen. This gives a highly reflective background and places the goods displayed at the greatest advantage.

The frame can be made of thin packing box material or beaver board.

The mechanism is quite simple, the units being operated by a system of levers so arranged and constructed as to work indefinitely without getting out of order. However, any form of mechanism which will move this or any similar set of units will answer the purpose, the object being to suggest the idea of a device consisting of moving units on which a more or less classified selection of goods can be displayed.

In the accompanying illustration (Fig. 8), the device is shown dressed with silverware. This suggests the latitude of displays possible.

The unit display is recognized as being among the most valuable form of arranging goods in that it affords an attractive and pleasing appearance and again it is much easier to secure and hold interest where the goods are arranged according to kind.

A window that displays a great variety of articles in a confused or miscellaneous manner is in the position of a salesman who tries to demonstrate a hundred articles in a minute's time.

The window can expect to have the attention of an observer for a few minutes at most, and if the time be extended it must be caused by the interest it has created. So by displaying in one group a variety of sizes and styles of the same article, the window has opportunity to drive at least one thought home, and pave the way for a more extended examination of other lines.

The device here shown is best displayed when placed on a terraced pyramid.

It is then in a more commanding position and opportunity is afforded for the tasty and attractive arrangement of a more extended line.

Another very desirable and effective manner of placing the display would be as the center of a large back wall scheme. The goods could be so arranged as to radiate from the center or moving feature, and in this way the general effect would be most striking. Not only that but the eye of the observer would follow the lines of radiation and thus afford all goods displayed a chance.

This device is one which is appropriate at all times and for the display in some manner, of a great variety of goods.

Carrying out the same thought of the display of goods on moving units, a much more simple mechanism would be required if the units were all circular in form and revolved in different directions. Then each unit would receive its motive power from the central unit shaft by means of belts running over small pulleys.

In fact, any form where the units, or a part of them are given motion, would add many times to the value of the display.

The advantage the moving unit display has over a moving device which performs but one act, or in other words, calls especial attention to only one article or line of goods, is that it takes up the space of the whole window to advertise one article. But in case of a moving unit display, such as here illustrated, provision is made for a more diversified and general display.

The constant changing of show windows, especially in busy seasons, as all are aware, is a serious matter, and to let any one line monopolize a window for an extended period is not wise. So it is important that the display be so planned as to give as large a representation as possible without giving the window a crowded or commonplace effect.

CHAOTIC DISPLAYS

The chaotic form of display is intended to create the impression that the goods so carelessly and promiscuously heaped or strewn will be almost given away in order that they may be got rid of. The merchant, apparently says, "Here they are, all good values, but I can't give them room any longer."

A barrel filled with air to within a few inches of the top and the rest of the way with a miscellaneous assortment of pocket knives, a pyramid built up on the window floor and carelessly but completely covered with scissors, the floor, first carpeted with some suitable material and nearly covered with some other class of goods carelessly arranged, smacks of great values shamefully slaughtered.

While it is possible to arrange such displays with taste and system, yet such, in a way, defeats the main idea that the great sacrifice does not justify the time and expense necessary to a careful exhibit.



FIG. 9. BARGAIN SALE WELL ADVERTISED IN WINDOW, BY J. J. SNYDER & SON, BROOKLYN, N. Y.

Two items, however, must be made unmistakable. The price at which the goods are offered and their real value. This can be done by placards, and the larger and more prominent they are the better (Fig. 9).

The thought in this display, is to convey the idea of abandoned abundance through confusion; and at the same time make impressive the low price compared with real values.

The price being the feature, it is made prominent by means of strikingly decorated panels so arranged that all lines center at and point to the price. The contrasting background making both decorations and goods conspicuous.

The large sign at the top proclaims the message of great values.

EDUCATIONAL DISPLAYS

There is nothing which creates greater interest than that which offers something for nothing, and when knowledge is the gift the interest is much greater.

In the educational display not only are the goods shown, but a demonstration is made of their use.

Not long ago a large department store set up on its first floor a loom which wove there a certain kind of silk fabric. Not only was the product of the loom sold far ahead, but similar goods which had been slow sellers were cleaned off the shelves. The loom did it.

Many think that a plane is a plane, and while this is true, there are all kinds of planes. If in an exhibit of tools a jack plane, a smooth plane and a fore plane all be placed in contact with a board in such manner as to show the results and functions of each, it will arouse interest which could never have been created in the same class of goods in any other way. This same idea can be carried out in other classes of tools, i. e., to show the function of the tool by associating it with the work it performs.

Another way of producing a similar effect is by placing beside the tool, if it be power driven, a picture of the machine it is associated with, and showing the tool in place in work.

If it be a substance secured in foreign parts, an illustration showing it in its natural state and, if possible, in the different stages of manufacture.

The human mind is always grasping for crumbs of information, and a display which will give such will receive a lion's share of attention.

In the illustration given of the educational we have taken the trouble to design and construct a window which would more fully carry out the educative idea (Fig. 10).

Here are three planes, a jack plane, smooth plane and fore plane, all in motion, and engaged in dressing a board.

While there are but few persons not familiar with the functions of a plane, yet because of the demonstrative feature, the display at once became interesting, and while the attraction was not sufficient to detract from the goods displayed with it, its mission was fully filled by its power to attract attention to the window as a whole. But to guard against the attractive feature proving too strong for the general display, the whole window was so attractively arranged that all goods displayed received recognition.

If a window in which hats are displayed, has as its attractive feature, the figure of an animated negro dancing a jig, the observer will be amused for the moment and pass on without being able to tell the line of goods advertised. But if in the place of the figure a machine be shown in the act of constructing some part of the hats displayed, the observer will at once become interested in the subject of hats, and if the general arrangement be tasty and attractive the entire line will receive flattering attention.

GENERAL PLAN OF WINDOW

The plan of the window is as follows: There was first constructed a three-sided pyramid, consisting of three terraces, the moving feature being located on the front second terrace. This terrace was made of beaver board, reinforced by wood strips and was entirely covered with heavy black cloth. As a background a large piece of beaver board 4x9 feet was used, this having been covered with the same material as the terrace, and framed with ordinary molding stained "bog oak" green. As a perspective for the display, a classified group of circular and hand saws was hung in the center and along the back at some distance from the floor of the window.

TOO MUCH IN A WINDOW IS WORSE THAN TOO LITTLE

If the display is carefully studied it will be noticed that just enough goods are shown to suggest the line carried. A small assortment of up-to-date samples often proves more effective than a window crowded with samples of well-known goods, which everyone knows can be found in a stock carrying such new and thoroughly up-to-date goods.

The firm in whose window the display was made (Fig. 10), carries one of the most complete lines of tools in the metropolis. Hence it would have been easy to fill the window from top to bottom with goods. But this concern, as well as all successful window display advertisers, recognized the value of exhibiting only a limited number. Such a window has greater selling power than one in which samples of all lines are placed, entailing considerable expenditure of thought, time and money.

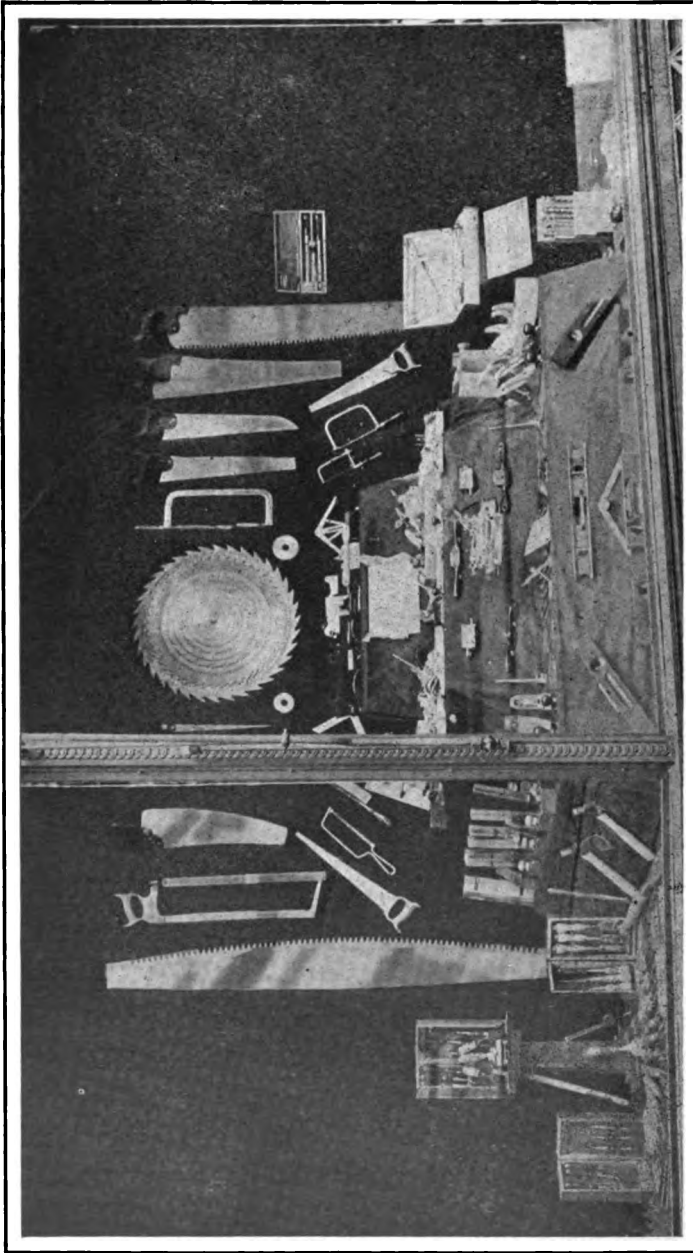


FIG. 10. THE DISTINCTIVE FEATURES OF THIS DISPLAY OF CARPENTERS' TOOLS ARE THE MOVING PLANE ARRANGEMENT AND THE LIMITED NUMBER OF ARTICLES ON VIEW, ARRANGED BY HARDWARE AGE.

Another point worth bearing in mind is that if instead of a general assortment of tools it had been intended to make a special window advertising planes, the same moving feature would have been in order and would have proved an exceedingly valuable feature. And there are few, if any, types of hardware which cannot be treated by the same method when it is desired to illustrate their function and provide powerful and appropriate attraction. In the case of ordinary tools a little ingenuity in designing and ability in handling is all that is needed for success.

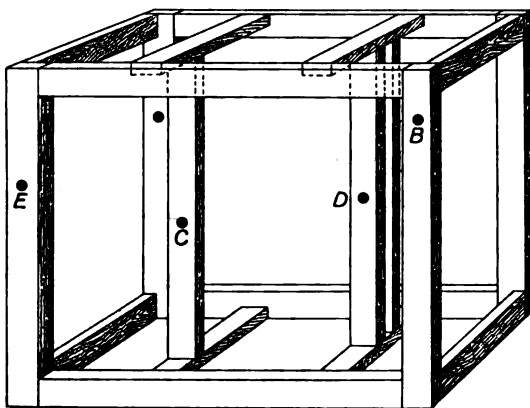


FIG. 11.—BODY FRAME CONSTRUCTED OF PINE STRIPS.

DESIGN OF THE MOVING PLANE ARRANGEMENT

In Fig. 11 is shown a rack or frame constructed of 1x2 inch pine strips. The entire frame is about 30 inches long, 12 inches wide and 24 inches high.

Fig. 12 shows the belting and pulley arrangement. *A* is the motor with a 1-inch pulley running to another pulley *B*, 10 inches in diameter. On the shaft of pulley *B* is fastened a small pulley 2 inches in diameter. A belt runs from this to pulley *E*, 8 inches in diameter. Pulley *E* has a small pulley 2 inches in diameter fastened to its shaft, from which a belt runs to pulley *D*, 12 inches in diameter. All of the pulleys are of wood with a groove for a round belt.

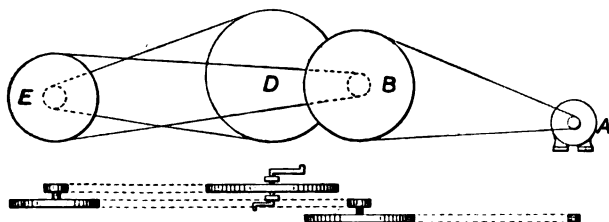


FIG. 12.—BELTING AND PULLEY ARRANGEMENT

The shaft for each consists of a wooden dowel pin $\frac{3}{4}$ -inch in diameter and all the shafts are anchored in the frame at points indicated by the letter corresponding to the pulleys.

Fig. 13 shows the levers operating the planes. Pulley *D* has a long and short crank, one on each end of its shaft. These connect with strips of board running in casings *H*. These strips have screws projecting through slots in the board *F*, in which there are three slots, one for each plane. The screws are fastened by very small black wire to each end of the plane, with the latter resting on board *F*.

It will be observed that each plane receives different length strokes and all move independently of one another.

The total cost of construction was under \$15.00, a comparatively inexpensive outlay when the drawing power of the arrangement is considered.

FEATURED DISPLAYS

Under this classification are placed displays which aim to call especial attention to each article exhibited. It often occurs that there are several articles

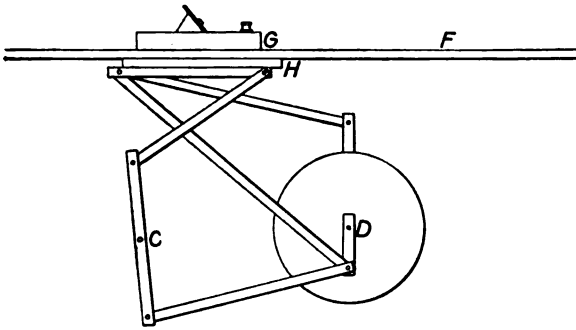


FIG. 13. SHOWING SYSTEM OF LEVERS WHICH OPERATE THE PLANE.

which it is desirable to push to the front at the same time, and whether they go into the window with other goods or are given a window by themselves, they must be so placed that each stands out by itself distinct and prominent.

To do this, various devices are available, among which is to place them on separate pedestals, on small shelves built out from

the sides or back wall, suspended from the ceiling or from brackets, or if it is desirable to keep them grouped together, a small section can be set aside in which a culminative and perspective arrangement is effected. On the steps leading up different articles can be placed at appropriate distances, giving the culminative point to the one of the greatest importance.

This group can be arranged in a corner or it can be made to perform the function of a centerpiece to the entire window.

Another striking method is to place each article in a separate stall, alcove or compartment. These properly draped, decorated and arranged will present a very pleasing appearance (Fig. 14).

In the display here illustrated both the featured and educative are in evidence.

Here each door lock stands up by itself and speaks its part so plainly that it is sure to receive attention.

To assist those most worthy, the designer has arranged educative talks and connected the lock with the talk by means of a ribbon.

This adds great attractive features to the display as a whole and renders it possible of most gratifying results.

HOLIDAY AND SEASONABLE DISPLAYS

Nothing gives a store more reputation for enterprise or tends to make it more popular than to observe our national holidays and change of seasons by appropriate window displays.

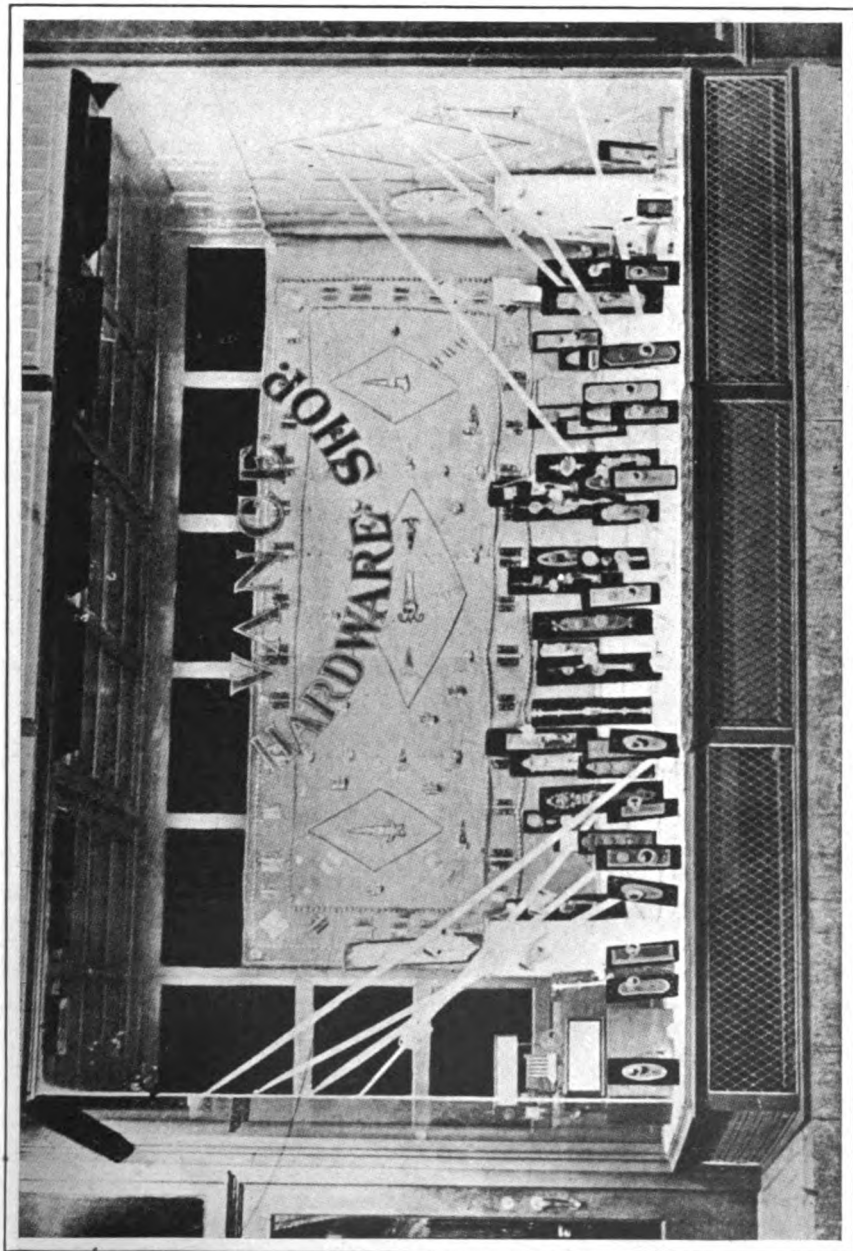


FIG. 14. WINDOW DISPLAY OF BUILDERS' HARDWARE, BY J. M. VANCE & COMPANY, PHILADELPHIA, PA.

It is only suckers and mud cats which are caught by lazy fishermen. You must work for the fish that is worth while. He needs to be tempted with alluring bait properly served. This takes effort, diligence, patience and skill.

Success and opportunity, regardless of opinion to the contrary, are nearly always at the beck and call of the man possessing sufficient energy and enterprise to do otherwise than float with the tide.

While this class of display is not intended, or planned with the thought of making it a special sale ad, yet the moral effect will be most valuable and lasting; and if proper skill and judgment is used in its construction, it will become a most powerful magnet for drawing holiday trade.

This form of display should partake largely of the scenic, artistic and realistic. It must enter into the spirit of the event it is to celebrate, and the more clearly it reflects that spirit, the more valuable and successful it will be.

In the memorial it should be remembered that George Washington and Abraham Lincoln are not dead, in that they wield as great, if not greater influence to-day than in the days of their physical activity. Consequently anything which tends to place them and scenes and events of their day before the public eye is both interesting and educational and reflects credit on the party who does it.

An interesting display of this kind can be constructed very inexpensively by partitioning off a space with from 4 to 6 feet front and 30 inches to 3 feet back with depth of from 3 to 4 feet. In the center of the back side is placed a large portrait of the subject set in massive frame. Around this and completely covering the back space is arranged draperies of bunting, flags, etc.

On the side walls are arranged, in symmetrical groups, with entwined draperies, pictures showing historical and interesting events connected with the life of the subject. The mountings of these pictures can be cardboard with picture of frame drawn around edge of opening. The openings should be either round or elliptical, preferably half of each.

On the floor in the foreground are placed three easels on which are mounted medium-sized colored or artistically printed scenes of especial interest, such as "Washington Crossing the Delaware," "Taking the Oath of Office as President" and "Mount Vernon."

The floor is covered with bunting tastily draped. A row of small electric lights in the national colors, at the foot of the large portrait of the subject, nearly hidden by the floor draperies, will greatly add to the lighting effects.

The pictures may be clippings from magazines or newspapers or, if an art store is handy, cheap unmounted pictures will serve the purpose better.

All square or rectangular frames can be made of common moulding and painted or gilded. As an added attraction, for a couple of hours in the evening, the back portrait can be removed and a screen inserted in the opening. Then

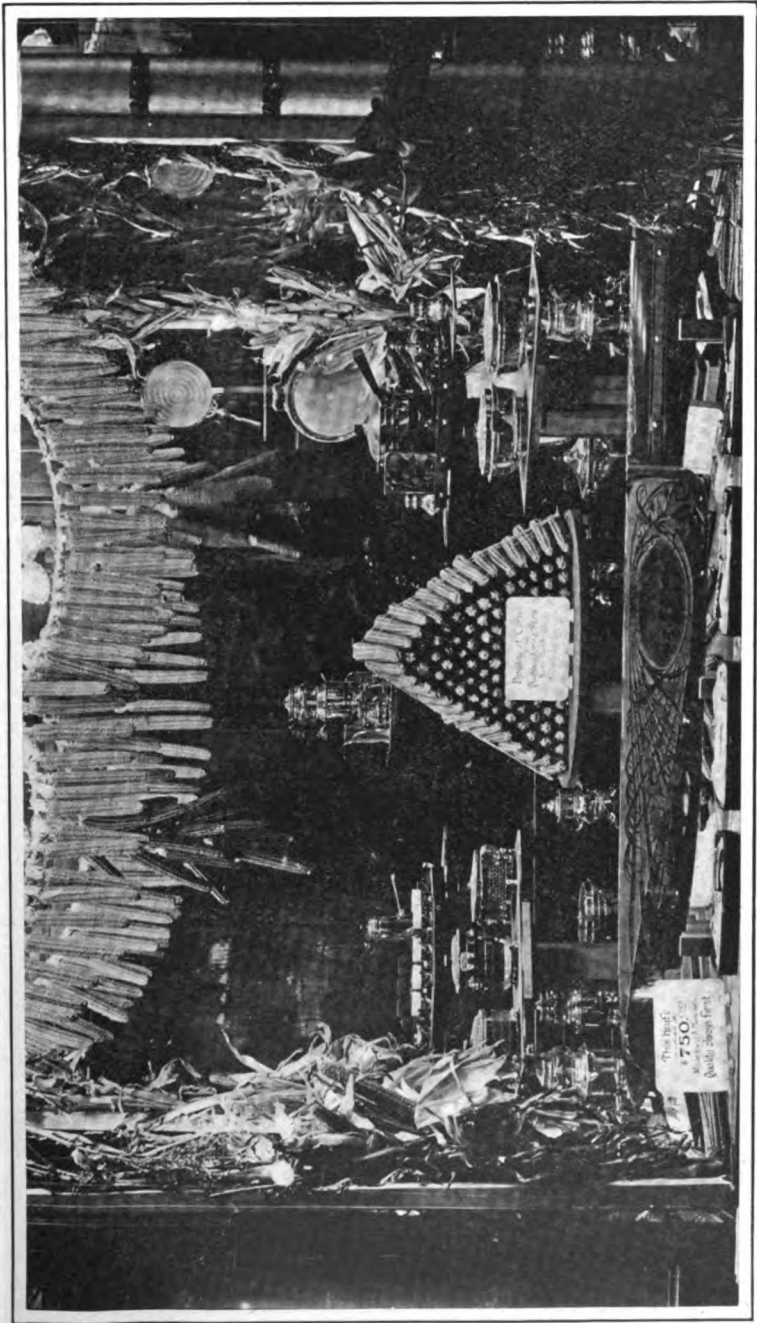


FIG. 15. "HARVEST HOME" WINDOW DISPLAY OF DUNCAN-GOODSELL COMPANY, WORCESTER, MASS. PRIZE CORN USED TO SET OFF CHIPPING DISHES, ETC.

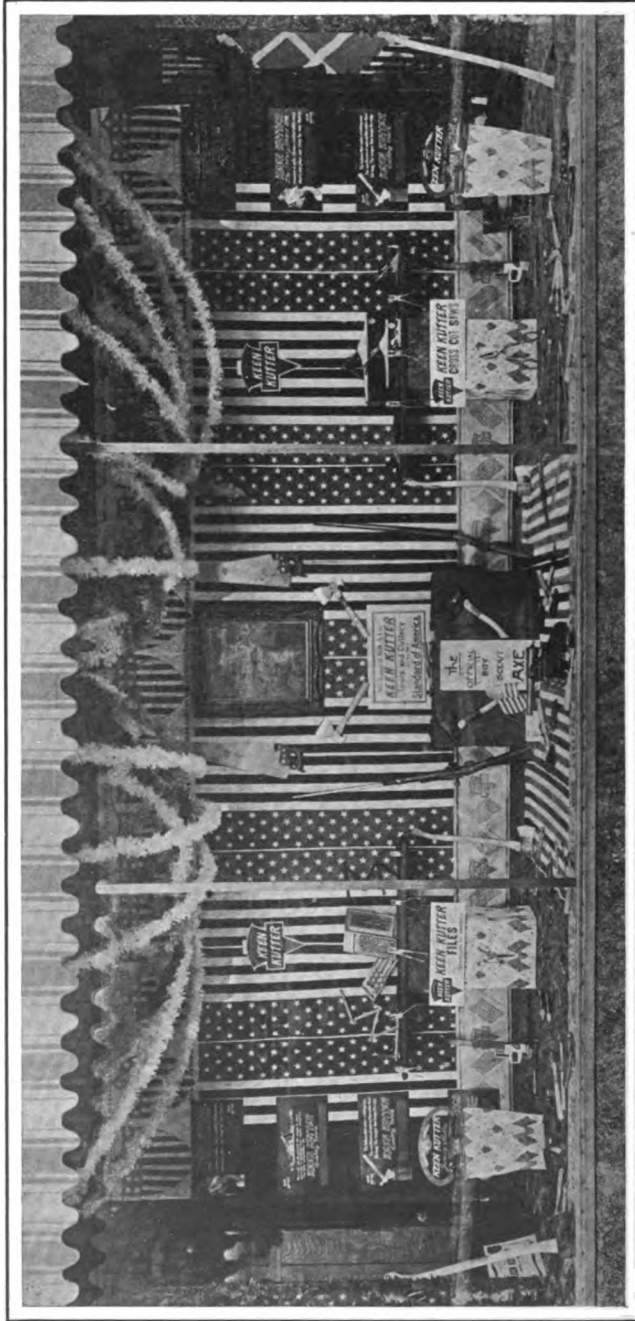


FIG. 16. A WASHINGTON'S BIRTHDAY WINDOW DISPLAY.

a small boy with an ordinary magic lantern can be stationed inside the store and project patriotic scenes on the screen.

The display here given (Fig. 15) carries out and reflects the "Harvest Home" season in a manner which is both attractive and creditable.

The store making such a display will receive recognition for enterprise, taste and quality.

It is only an example of what is possible with materials available to any merchant.

To add especial interest to such displays a splendid plan is to offer some articles of merchandise for the best examples of different kinds of farm produce. One of the committee of award can be a representative of a local newspaper. In this way the window is advertised at very little expense and becomes the talk of the surrounding country.

Fig. 16 shows another type of holiday display.

Automobile Accessories

SUCCESS in merchandising depends a great deal on the ability to keep abreast of present-day requirements. The merchant who is not only able to keep abreast but anticipates public needs is the one who secures the advantage of being on the ground first.

The automobile is here to stay, in some form, and such being the case it has given rise to a need which some one must fill.

And while it would be hardly feasible for the hardware dealer to operate a department store, yet it is not only feasible but important that he supply the needs of his trade with such goods as can be legitimately classed with hardware stock.

In the introduction of a new line, the window display acts more powerfully than at any other time. It will call attention quicker and from a larger number than a newspaper ad. For while only a comparatively small percentage may read an advertisement, yet nearly all who pass a window where such goods are displayed will take note, and if not in the market themselves will be apt to inform others who are.

Again, it adds a sense of completeness and novelty of stock carried which always inspires confidence in the store as a whole.

In displaying such goods, especially at the start, it is well to feature them in some form. A pyramid neatly arranged, a back wall layout in some design, or a floor grouping of as complete a display of the goods carried as is practicable, will be interesting.

It is a good rule to follow, that where a line of goods is carried in stock which is in any way foreign or unusual to the stock, that they be given a featured or grouped display.

AUTOMOBILE ACCESSORIES WINDOW

In taking on any new line of goods, the window display not only acts more powerfully than at any other time, but gives the new line an introduction to the public which is difficult to secure in any other way.

While a small percentage may read a newspaper announcement, the window, if it possess the requisite features, will not only attract the attention of thousands daily but create interest which will spread the news with great rapidity.

The possibilities of such a display in automobile accessories are almost unlimited. They possess qualities which, like the popular candidate for office, will not only carry the day for themselves, but sweep many other lines, which may be legitimately displayed with them, into most favorable prominence.

Unless the line is to be made a very prominent feature, a conservative display would consist in the automobile accessories being given the spot-light of a more general display.

While a window, devoid of motion, can be constructed which will possess great selling power, yet the ideal would be to have, as the attractive feature, some moving device. Then the perspective can be given to some article or articles which it is desirable to feature.

As a suggestion along this line we have designed a window which possesses good points (Fig. 17). The attractive feature is an automobile race. This is constructed in panoramic form. Many will recall the "Trip to the North Pole" shown at the St. Louis Fair. Here the observer, who was really seated in a comfortable opera chair, was seemingly placed on deck of a ship which sailed out of New York harbor up the coast to the land of ice and snow. The transfer of motion was so complete that it was difficult for the observer to keep in mind that it was all unreal.

In a window, no such realistic results are possible. Yet a very good imitation is possible, and at an outlay of no great amount of time and expense.

In the center of the display is placed a small stage, say 30 inches long, 18 inches deep and 24 inches high. The floor consists of an endless canvas belt running over rolls placed at each end of the stage. This belt is made in three parts thus leaving two narrow openings through each of which projects a thin strip of strap iron. On the top of this strap iron is fastened a toy racing automobile, the wheels of which rest firmly on the belt. In each auto is a small figure dressed to represent a driver.

The back curtain is another endless belt mounted in the same manner as the floor belt. This is painted with continuous scenery. Both belts are driven by a small fan motor at a spirited pace.

The effect is that a very exciting race is in progress.

If a little more of the realistic is desired, a slow moving crank arrangement can be attached to the metal strips supporting the automobiles, causing them to loose and gain ground.

Such a moving display would not only attract the passerby but make the display the talk of the town.

Above the stage can be placed a real automobile wheel equipped with tire, chains, etc. From this can radiate chains, ribbons, etc., leading to advertising talks or goods.

The floor will have arranged upon it such other goods as is desired to display. The most ideal arrangement would be to build a terrace around the stage, which is raised above the floor a couple feet, and arrange on this the automobile accessories. The remainder of the floor can have grouped such other goods as is desired.

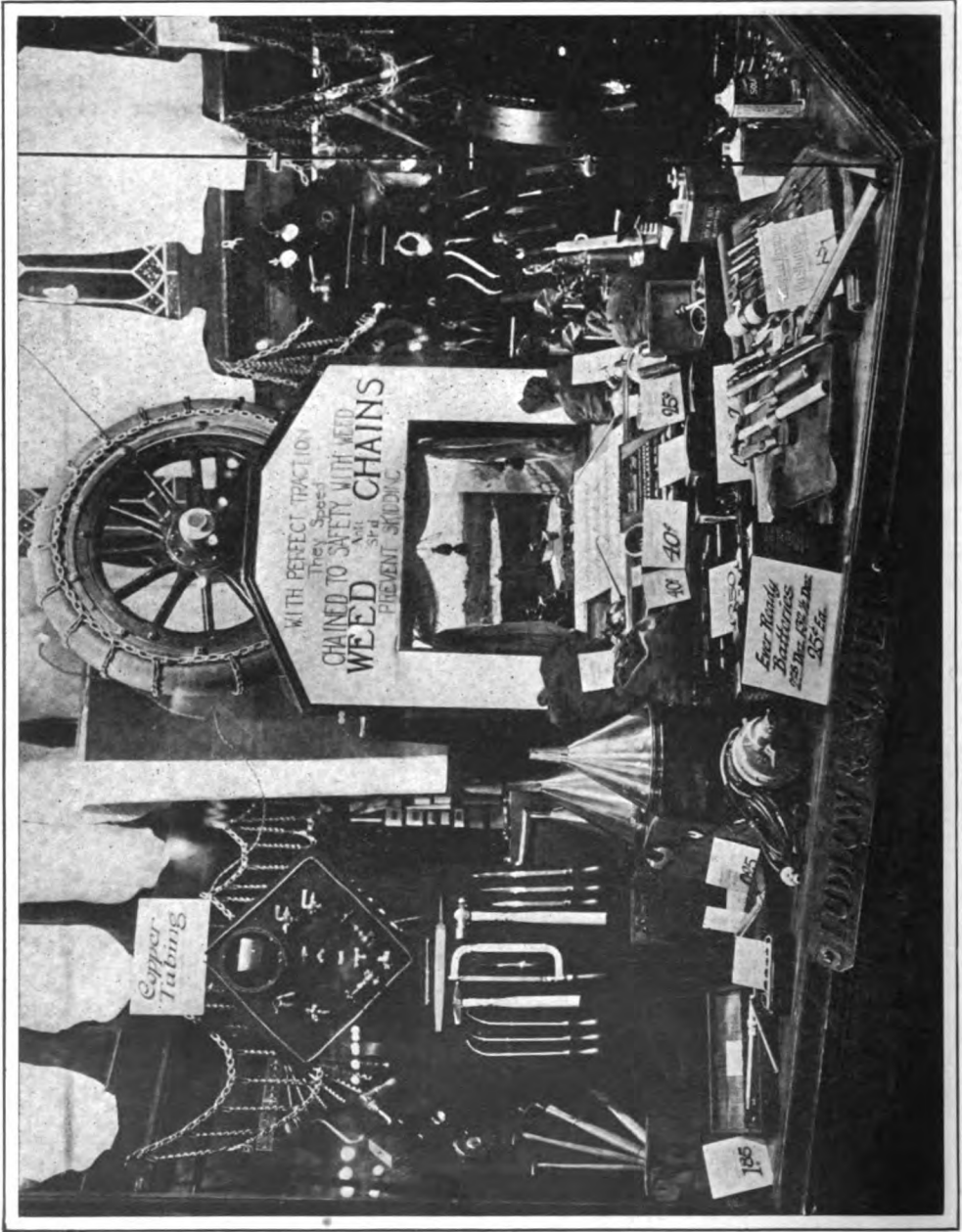


FIG. 17. THIS DISPLAY OF AUTOMOBILE ACCESSORIES, DESIGNED BY HARDWARE AGE, ATTRACTED UNUSUAL ATTENTION IN LUDLOW & SQUIER'S STORE, NEWARK, N. J., MAINLY BY REASON OF THE MINATURE AUTOMOBILE RACE—WHEELS OF THE CARS TURNED AT A BRISK RATE AND THE SCENERY FLEW BY IN A CONSTANT PANORAMA.

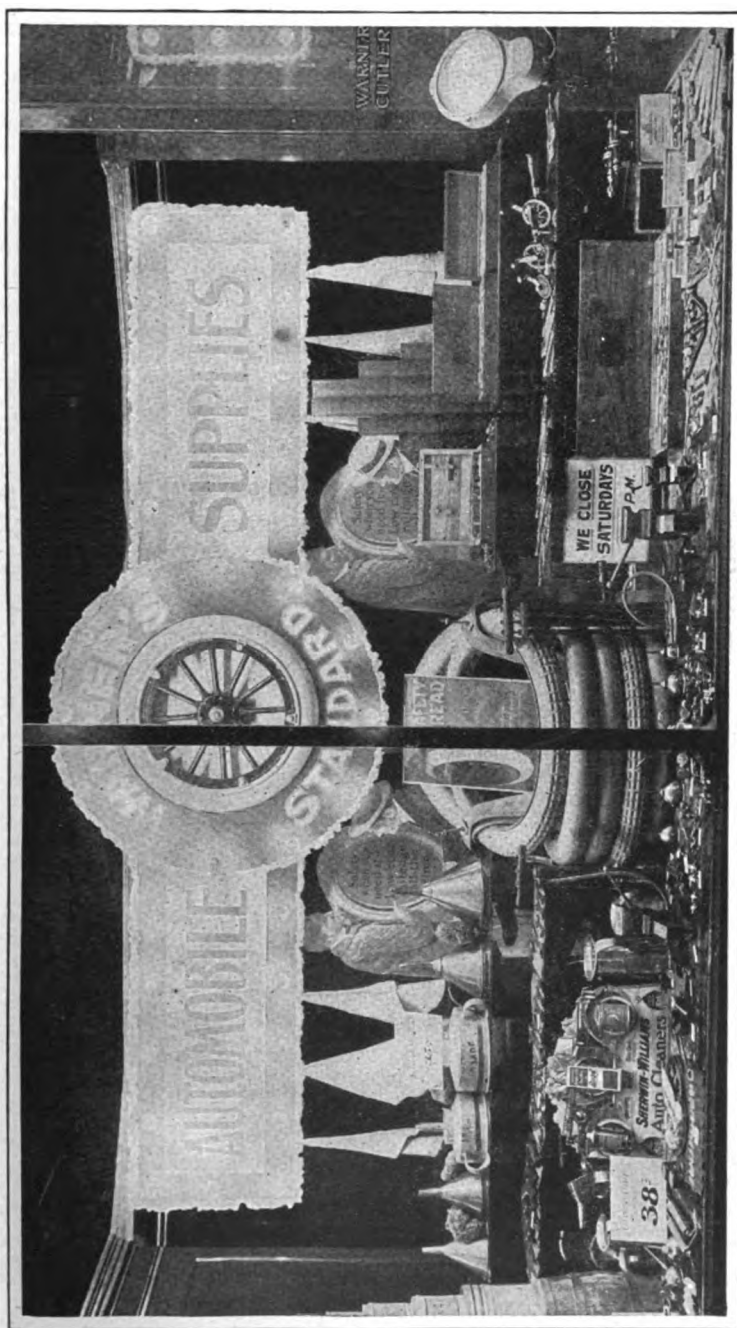


FIG. 18. A DISPLAY OF MOTOR ACCESSORIES AND SUPPLIES BY THE WARNER HARDWARE COMPANY, MINNEAPOLIS.

Builders Hardware

THIS is a line which, aside from being a popular general stock, appeals to a special class. Consequently, the display should, as nearly as possible cater to the needs and fancy of architects, contractors and builders.

Many dealers are discouraged in selling to the contract trade on account of the tendency to cut or reduce prices till profits disappear. But the art of salesmanship consists in selling goods in such manner as to preserve profits, self-respect, and the confidence of the party to whom sold. And so long as builders' hardware is a necessary feature of a well-kept hardware stock, it is important that study should be made to make the most of it. The first thing to be done in this way is to convey the thought of completeness and novelty in the line carried. It is here that the classified form of display comes in handy. This permits the demonstration of the extent of sizes as well as of patterns carried.

It is important that if there be some articles which are new or especially attractive in quality or price they be given special prominence. This points out and establishes the thought that your line is not only complete but represents the latest ideas, and most attractive values.

The window display, however, should only be a pressing invitation through its impressive suggestions to come in and examine the stock.

Great care and judgment should be exercised in keeping displayed seasonable goods. If the fly season is near at hand, screen door trimmings should have a prominent place.

This line is, or should be, one of the most profitable carried, in comparison to the space allowed in the store. This will depend, however, largely on the opportunity you give it to get acquainted with those who are its best customers. It is not necessary that a merchant be an expert on builders' hardware to secure, at least, his share of such trade.

If he will inform the public through his ads that he is catering to trade in the line, and then by his window impress upon the public, before it enters his store, that his stock is up-to-date and sufficiently complete to meet ordinary demands, he will have established in the mind of the customer, when he enters the store, that no matter whether there be an especially arranged sample room the goods are there for his examination simply by asking. A well arranged window display is as valuable, if not more valuable, than any salesman behind the counters.

Here, in Fig. 19, is shown how almost an entire window can be given over to sample boards of builders' hardware.

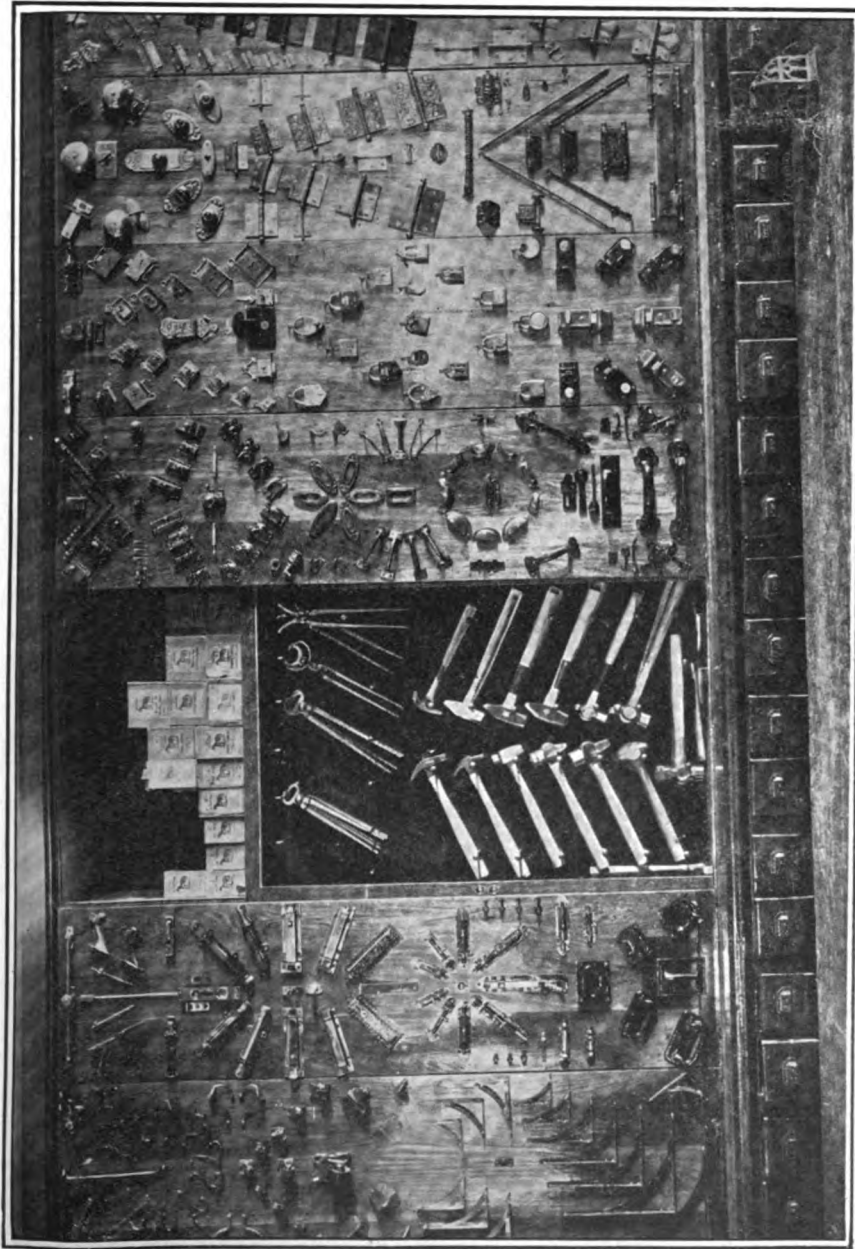


FIG. 10. ATTRACTIVE ARRANGEMENT OF SHELF HARDWARE ON REMOVABLE DISPLAY BOARDS IN STORE OF BILLINGS HARDWARE COMPANY, BILLINGS, MONTANA.

HARDWARE WINDOW ADVERTISING

The opening in the center can, in the window, be worked in as a perspective and each sample board alternated with openings of a similar nature.

This would break up the monotony and afford display, in prominent manner for much other goods, yet at the same time, builders' hardware would come in for the lion's share. Such an exhibit would not be difficult or expensive.

CLASSIFIED

The use of shelving in a window affords the best opportunity to feature or classify goods.

In Fig. 20 this thought is well brought out. The different sizes of a single style occupy one shelf, while the varieties of another line are featured on other shelves.



FIG. 20. SHOWS THE USE OF SHELVING IN WINDOW DISPLAY. BY W. H. THORNE & CO., LTD., ST. JOHNS, N. B., CANADA.

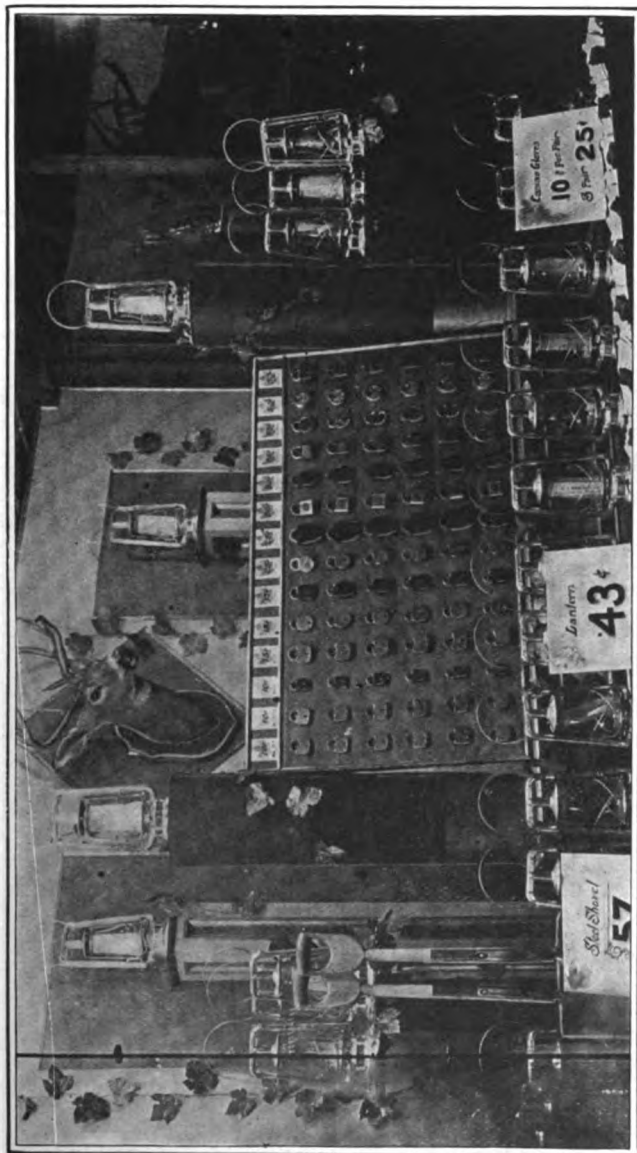


FIG. 21. ATTENTION COMPELLING DISPLAY OF "EVERYDAY" HARDWARE BY FRANK P. HALL COMPANY, COLUMBUS, OHIO.

The pyramid in the center affords space to prominently display a miscellaneous line, and the walls and floor give ample room for others. In this way a large amount of goods can be shown without giving a crowded appearance.

GENERAL

In Fig. 21 is illustrated a thought for displaying builders' hardware with other goods.

In this case, however, it is locks. But the idea of featuring them by employment of the sample board, placed as the perspective to the display, is a good one.

They may be arranged in most any place and yet receive attention on account of their clear yet combined grouping. A large line of samples can be thus shown which will not only interest but suggest the extent of the line carried.

In Fig. 22 no especial scheme is contemplated further than by using the terrace foreground and straight wall background, each article is given individual space and clear view.

The monotony of the background is broken by the use of braided rope or sash cord.

EDUCATIVE

There is no better way to create interest in any line of goods than by illustrating their use, their functions or their possibilities.

In Fig. 23 this thought has predominated. Such a display, through the interest it creates, will cultivate the desire to possess. And when the customer's mind has reached that stage, the emphatic representation of quality, through the manufacturer's name, leaves but little for the man behind the counter to do.

CULMINATIVE OR PERSPECTIVE

In Fig. 24 the culminative or perspective effect is shown. This arrangement has several advantages. It affords opportunity, through the terrace construction, to give each class of goods individual showing. Provides additional exhibit space, and at the culmination of the perspective, places in commanding view such article or articles as is desirable to feature.

The draperies also tend to bring into bold relief the entire assembly.

There are certain lines of goods which sell easier on their reputation than on a discourse relative to their merits. This, however, may be no reflection on their merits, but on the contrary should be a recommendation of such.

In such instances, the salesman, to save his time and produce best results, will feature the reputation of the manufacturer.

To a large percentage of people, one name means as much as another. But in order to not display ignorance, and because of their ignorance, they are im-

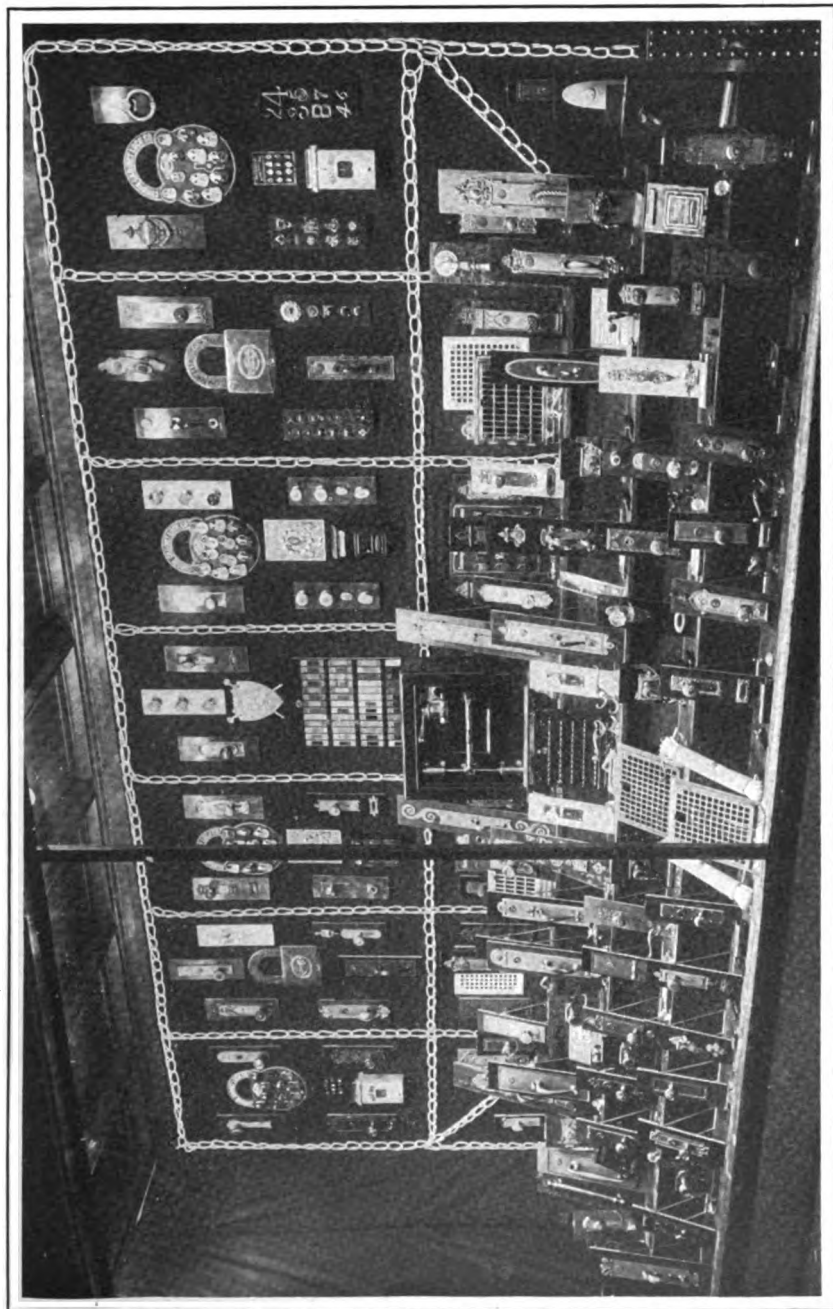


FIG. 22. BUILDERS' HARDWARE DISPLAY OF MERIT BY BOSTWICK-BRAUN COMPANY, TOLEDO, OHIO.

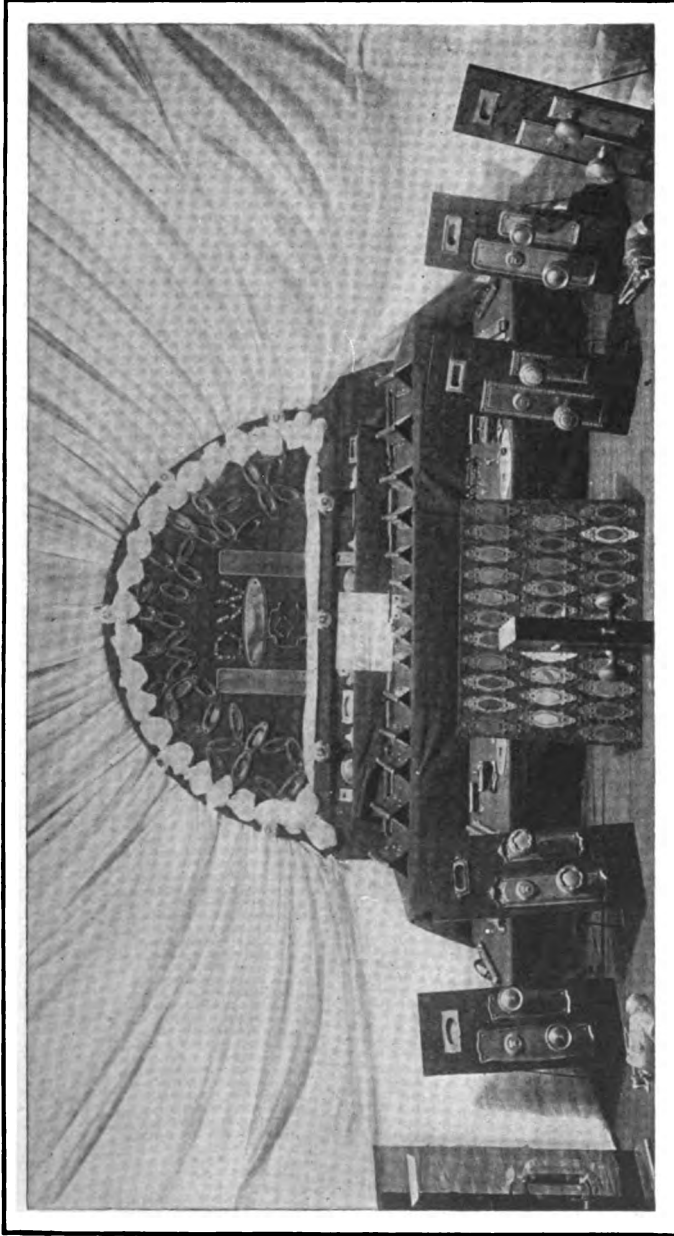


FIG. 24. AN EXCELLENT ARRANGEMENT OF BUILDERS' HARDWARE USED BY CROWTHER HARDWARE COMPANY, SAN ANGELO, TEXAS.

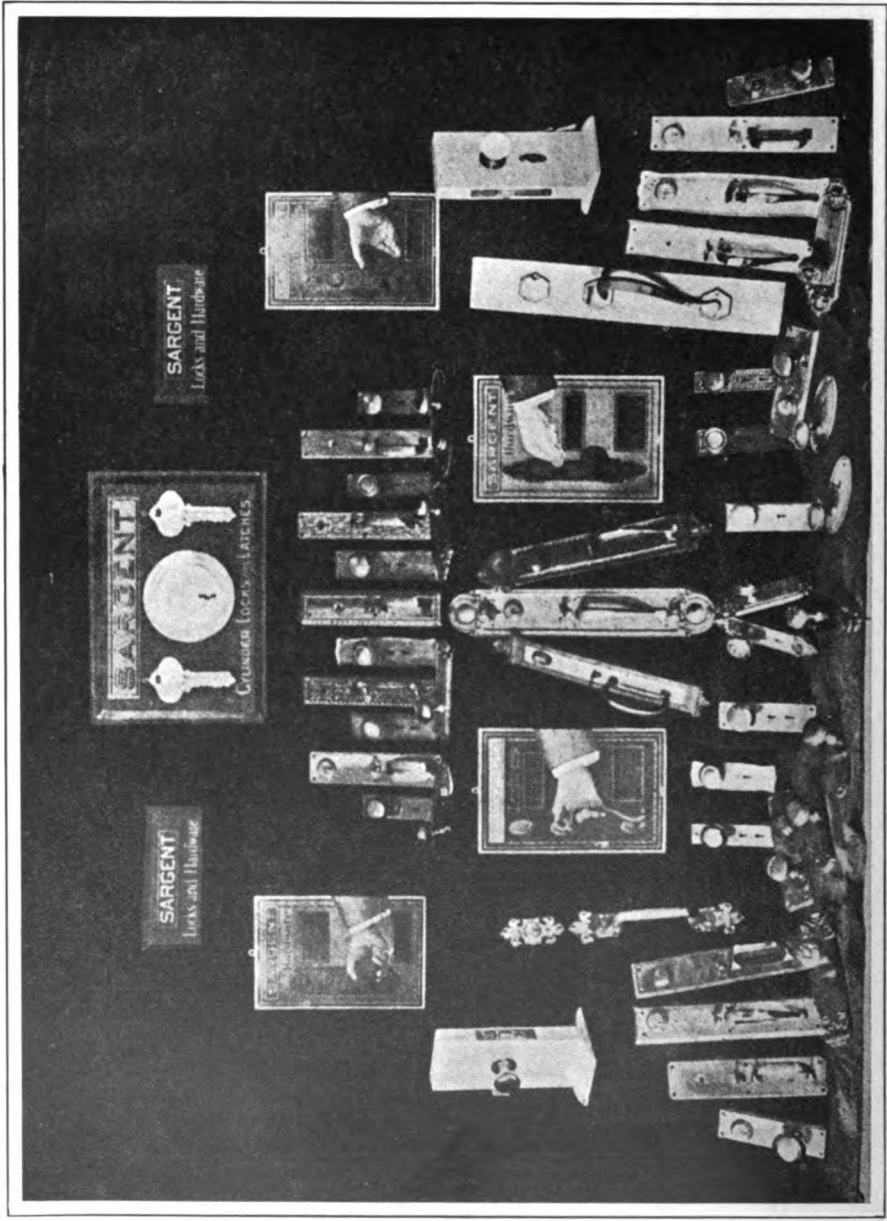


FIG. 25. NEAT ARRANGEMENT OF DOOR CHECKS, WITH USE OF MANUFACTURERS' ADVERTISING MATERIAL.

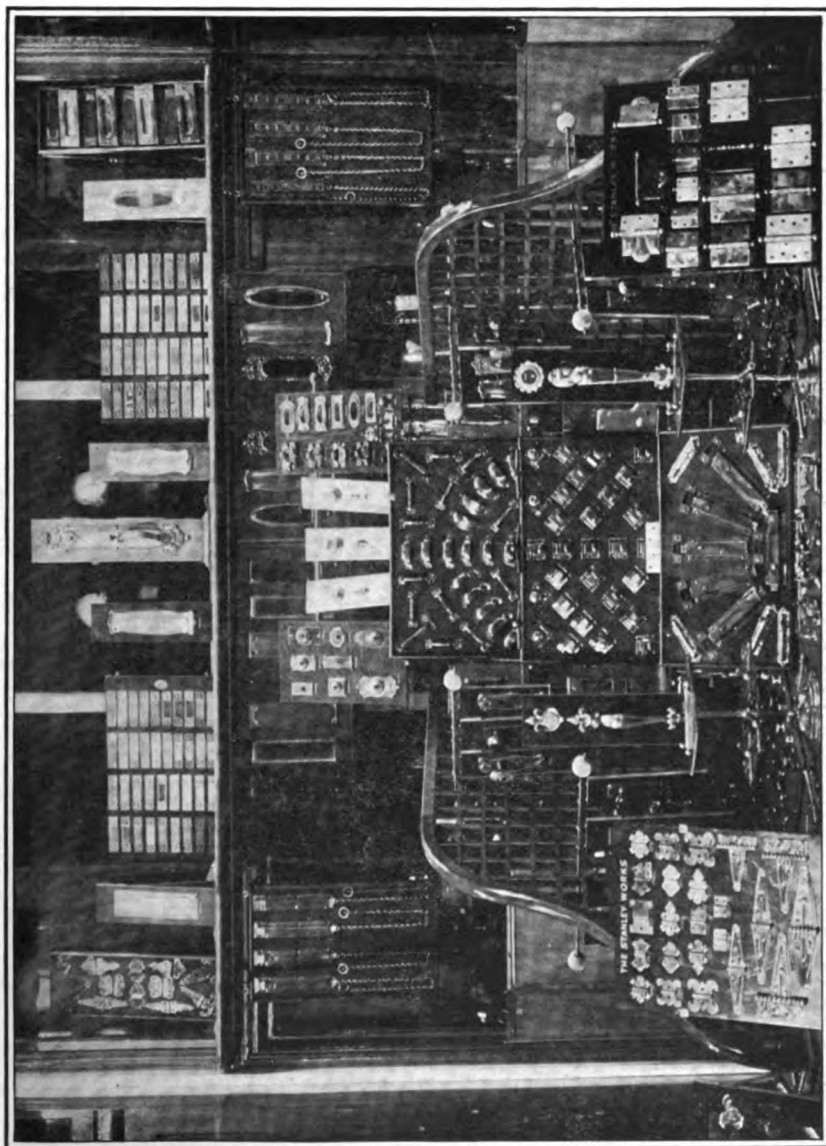


FIG. 26. A DISPLAY OF BUILDERS' HARDWARE BY THE ROBERTS HARDWARE COMPANY, UTICA, N. Y.

pressed and purchase without question. This, of course, lets the bars down to fraud and imposition, an act which no successful merchant is guilty of. But in case where the make is standard, no better method could be used than that shown in Fig. 25.

Here the goods are displayed, it is true, but the culmination of the display is the name of the manufacturer.



FIG. 27. SHELVING USED TO DISPLAY LOCKS BY BRACY'S HARDWARE STORE, LITTLE ROCK, ARK.

The arrangement of the goods and placards point to and emphasize this one thought, that the goods are standard, and, being such, enough has been said. It is an ideal display for a small window or a section of a large one.

UNIT GROUPED

Fig. 26 illustrates display which received much favorable comment. The idea being to group into units different classes in such manner as to occupy

small space and at the same time exhibit as near as possible the entire line. The display being enlivened by tasty and appropriate window trim fixtures.

FEATURED

To feature or rather call especial attention to each article displayed is the thought developed in Fig. 27. This is accomplished by either giving each article a shelf to itself or make it, so to speak, stand up alone and talk for itself.

As a sort of introduction to the line, a view of the factory manufacturing is set at a convenient and conspicuous angle.

This is an arrangement which will attract attention, create interest and command admiration.

Cutlery

CUTLERY is a line which consists of so great variety of sizes, styles and individual items that the most effective method of display is to use the unit grouped method.

A full line of sample pocket-knives, marshalled in systematic array, on a field with good reflective background, will magnetically draw attention, and by their combined variety create interest. It is on the same principle that one flower in a field may not be conspicuous, but if the whole field be a sea of blossoms it becomes fascinating and admirable.

Another class of goods which is put up in upholstered boxes, is best displayed by the featured method. The grouping should be done around a culminative or pyramid. It can also be placed in rows set in terrace.

Unless it be a chaotic display, the entire line of a class should be kept together in a unit.

The grouping of units is very important. A splendid effect is produced by surrounding a unit composed of large articles, such as carving knives, etc., with units composed of articles of much smaller size. The contrast not only brings into prominence the large goods but the smallest as well.

To make a display present a well-balanced appearance as a whole, and that all parts of it be made conspicuous, it is necessary that there be some central point around which or to which all the rest must revolve or point.

The object of this is to direct the eye to the whole display and lead it over the various features or lines, by the natural tendency to follow out a general scheme.

GENERAL

Fig. 28 is illustrative of the idea of grouping different lines on boards or fixtures.

By this method, the salesman—which in this case is the window—picks up each article and points out its virtues.

It is one of the best methods to display a quantity of small articles and have each properly represented.

The floor, in this case, is not so well arranged. Had the goods here displayed been arranged in harmonious groups, the general effect would have been much better. The window, as a whole, shows thought, care and taste.

CUTLERY

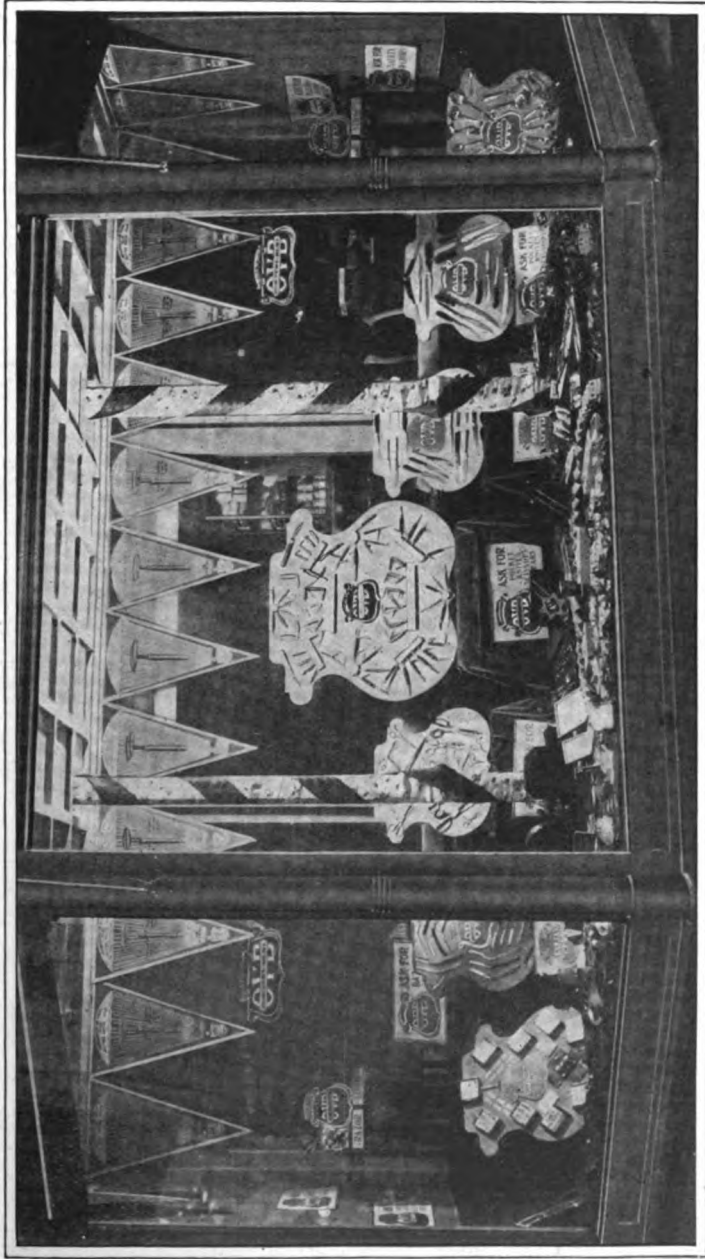


FIG. 28. TWENTY-EIGHT MANICURE SETS WERE SOLD IN ONE WEEK AS A RESULT OF THIS WINDOW DISPLAY BY
PETER DALENBURY, CHICAGO, ILL.

In Fig. 29 the proper functions of the unit grouping method are fully illustrated.

Here it is desirable to get as complete a display as possible of different lines carried, and at the same time occupy but small space.

The different classes are assembled in artistic groups to show extent of individual lines, and the effect, as a whole, is very pleasing.

The three display boards are made from packing cases, covered with a soft red cloth and bound with wagon bows, walnut stained. Knives are displayed on a small wire tree which holds about 80. All are open and stuck in corks that are run down the wire limbs at different places. The tree is connected with an electric motor in the basement and turns around twice a minute.

Four 32 cp. lights on the molding just above the front glass show up the display at night and yet are completely concealed from front view by the cloth advertising sign hanging against the front glass.

An arrangement of units on a pyramid frame is the effect shown in Fig. 30.

This group can be appropriately placed as a center piece to a display or can be a section occupying a minor position. It conveys the idea of completeness in different lines and will not only draw attention but create interest.

This individual display was intended to be shown in a glass case and to be placed on the sidewalk. The display boards are covered with billiard cloth and the squares marked off with gold cord. The boards are fastened together at the corners and bolted at the base. An electric light is hung in each corner of the case.

ARTISTIC

Joy to the world has rung down the ages of time and carried with it the thoughts of gifts emblematic of the Great Gift to mankind.

So in Fig. 31 the spirit of the thought has been repeated and made impressive by a beautiful and happy selection of appropriate Christmas gifts.

In terraced form, not too crowded, set in tasty decorations and reflected by artistic draperies and trimmings, each article tells its story and bids successfully for recognition.

Carry out this idea in some form and by the same means and the public will admire and give to your store a goodly share of its Christmas patronage.

It would be difficult to conceive of a Christmas display of goods that properly reflected the Christmas spirit, and which did not partake, to a greater or lesser degree, of the artistic.

In Fig. 32 will be found an exhibit which can be cited as a splendid example of orderly neatness and high-class salesmanship. For each article is so featured as to bring it into prominence and display it to the best advantage.

A red background brilliantly reflects the goods placed in front of it, and over all is the warm and cheerful greeting, "Merry Christmas."

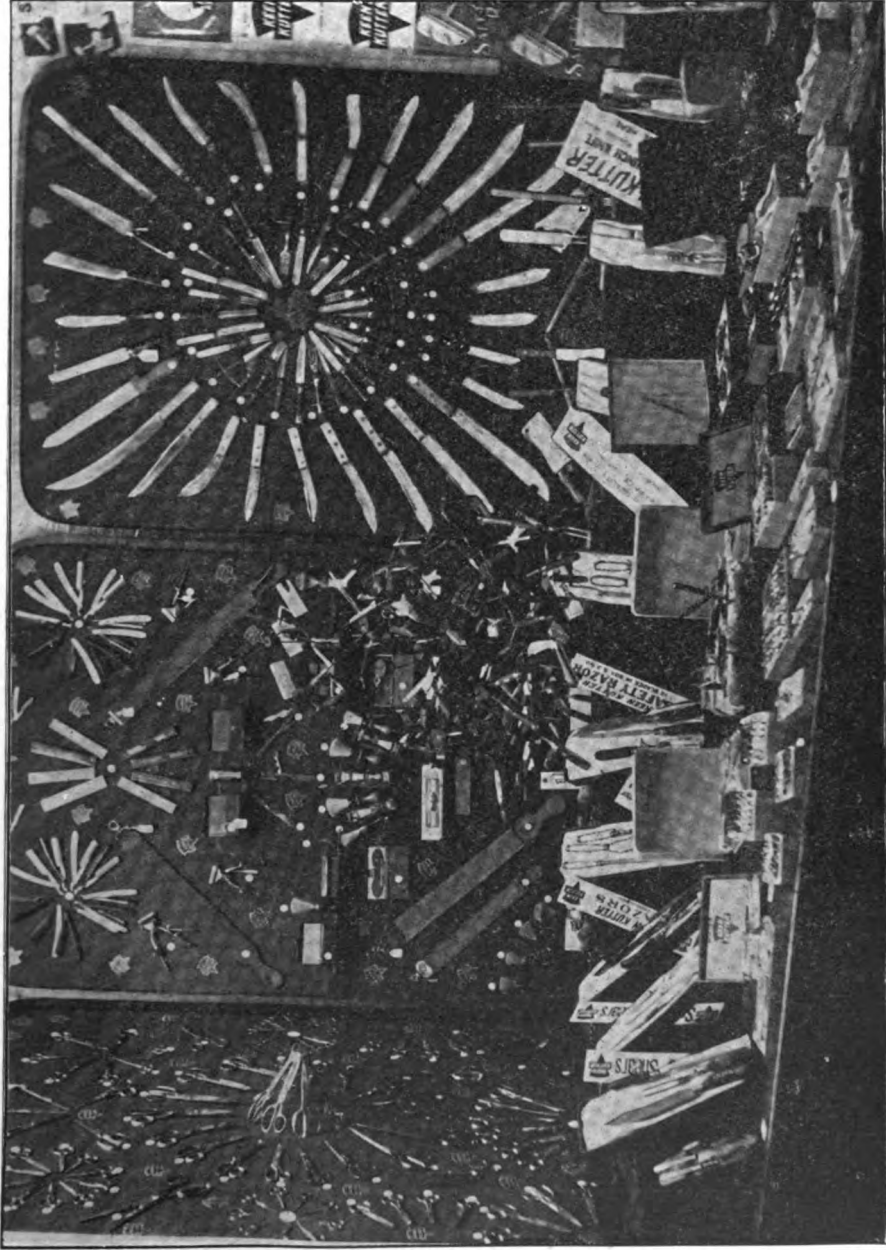


FIG. 29. UNIQUE DISPLAY OF CUTLERY WHICH BROUGHT GOOD BUSINESS. THE WIRE TREE OF KNIVES REVOLVED EVERY MINUTE; USED BY THE CAROLINA HARDWARE COMPANY, GREENVILLE, S. C.



FIG. 30. DISPLAY BOARD IN SIDEWALK CASE SHOWING CUT-
LERY; USED BY J. T. MORRIS, PORTSMOUTH, VA.

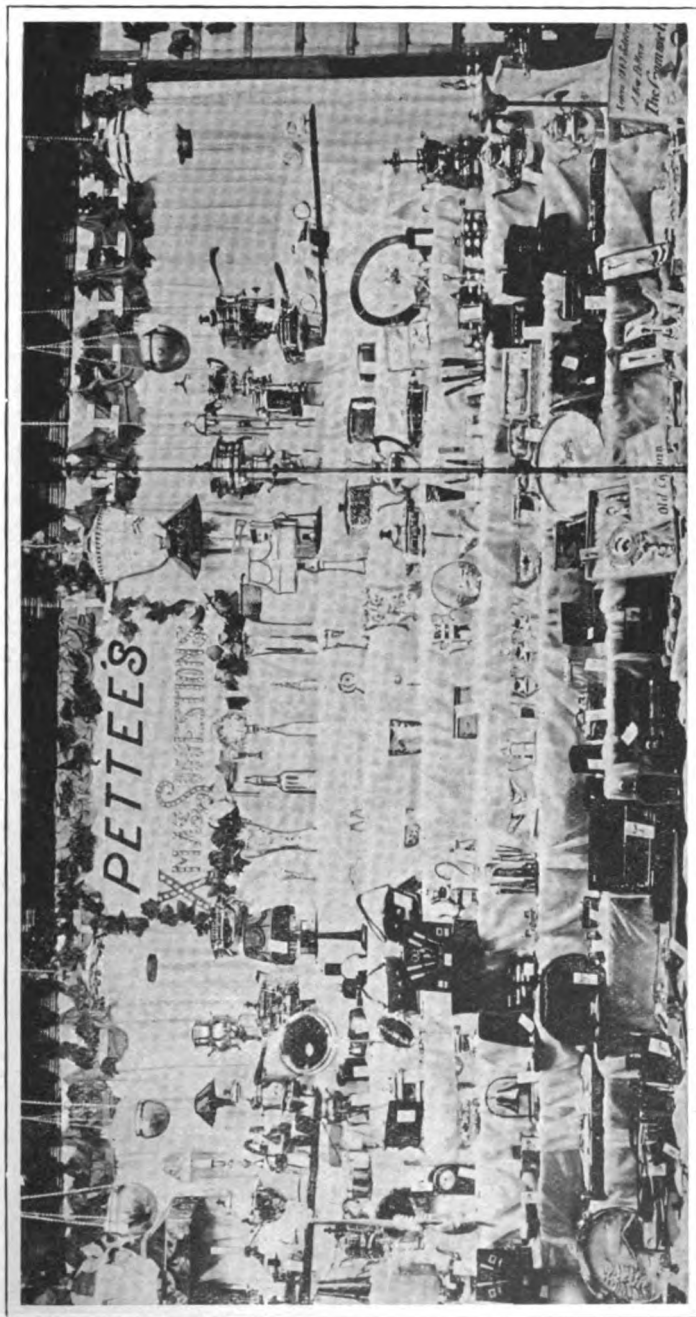


FIG. 31 IN WHICH THE CHRISTMAS THOUGHT IS EMPHASIZED BY HAPPY SELECTION OF APPROPRIATE GIFTS. BY W. J. PETTEE & COMPANY, OKLAHOMA CITY.

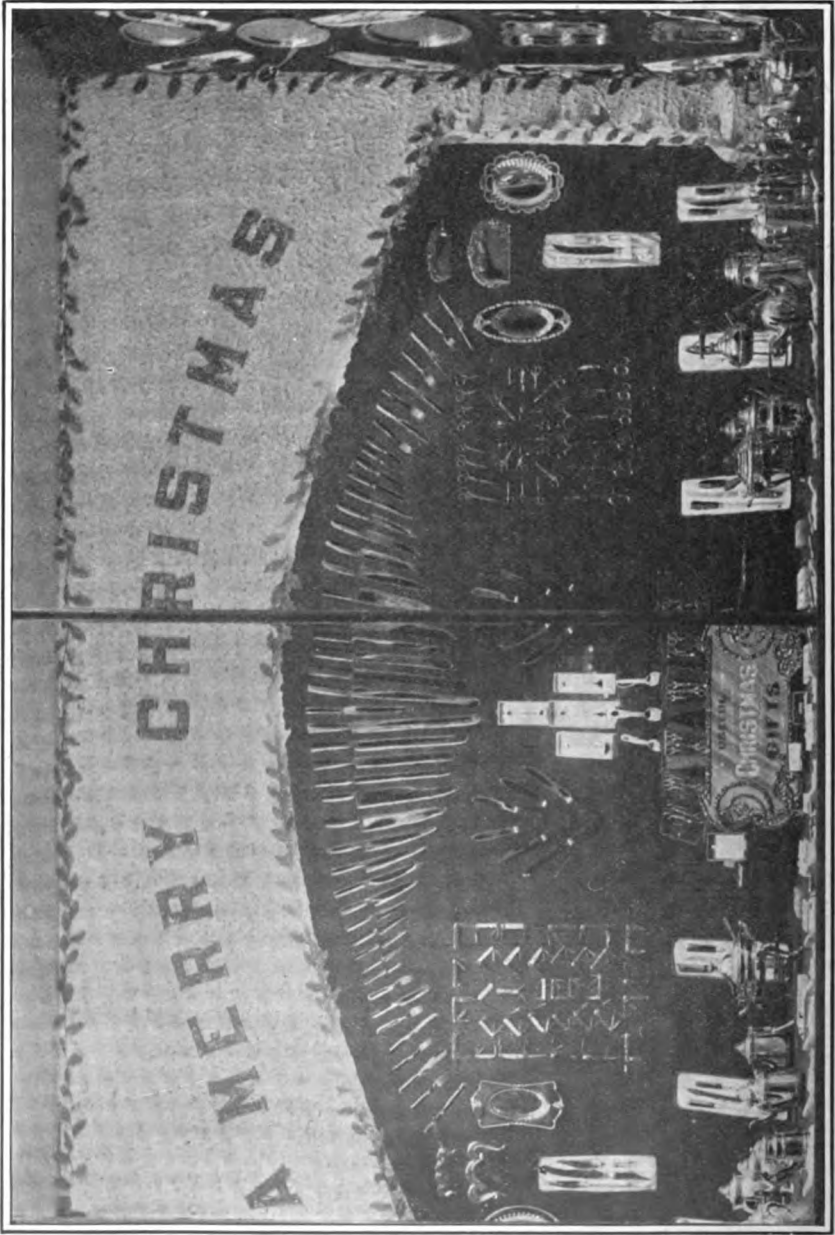


FIG. 32. A LIBERAL SPACING OF ARTICLES, RED BACKGROUND, HOLLY DECORATION AND SHIELDED LIGHTS PRODUCE PLEASING EFFECT. USED BY SAN BERNARDINO HARDWARE COMPANY, SAN BERNARDINO, CAL.

The artistic rather than the commercial is the result aimed at in Fig. 33. The draperies above, decorated with autumn leaves, are tasty and artistic. The arrangement of articles in symmetrical groups without regard to variety, caters only to pleasing effect.

Such displays give tone and dignity and tend to secure, without apparent solicitation, confidence and interest.

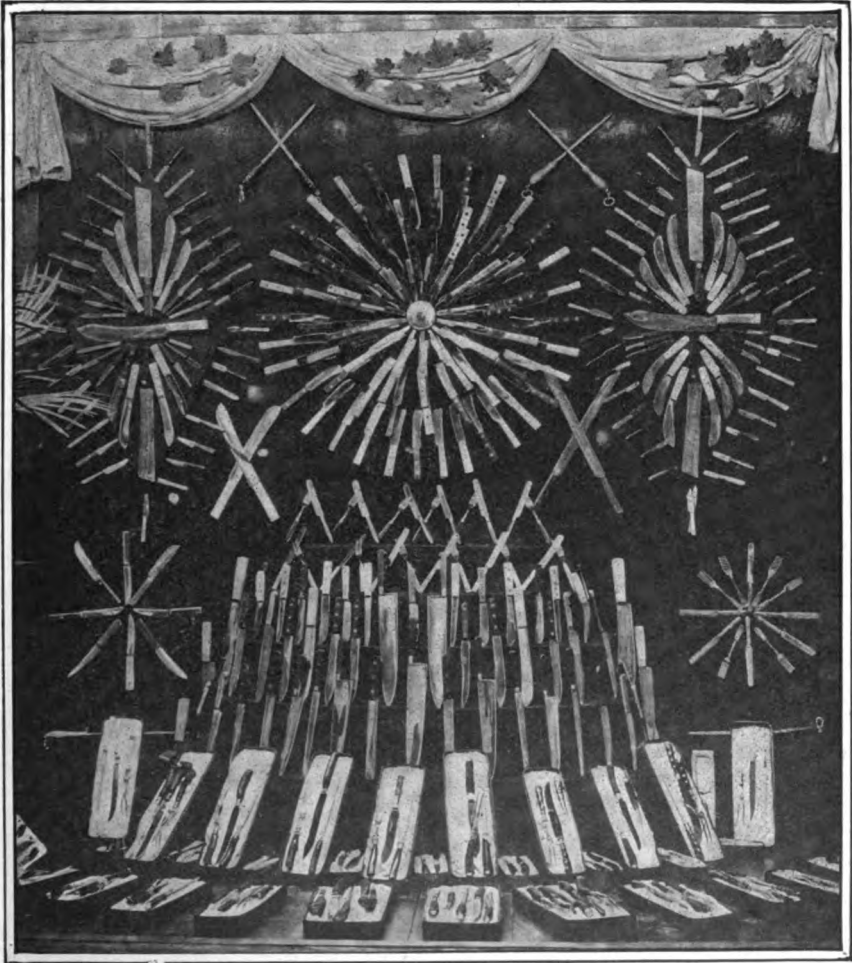


FIG. 33. CUTLERY WINDOW OF BOSTWICK-BRAUN COMPANY, TOLEDO, OHIO.

FOR INDEPENDENCE DAY

Something appropriate for our great national holiday is attempted in Fig. 34.

Occupying but small space, it commands attention by its dark background trimmed in the national colors and crowned by a stand of flags.

The arrangement is culminative in effect. The objective point being a circular group of scissors. The columns, capped with electric lights, add dignity and afford excellent means for proper lighting.

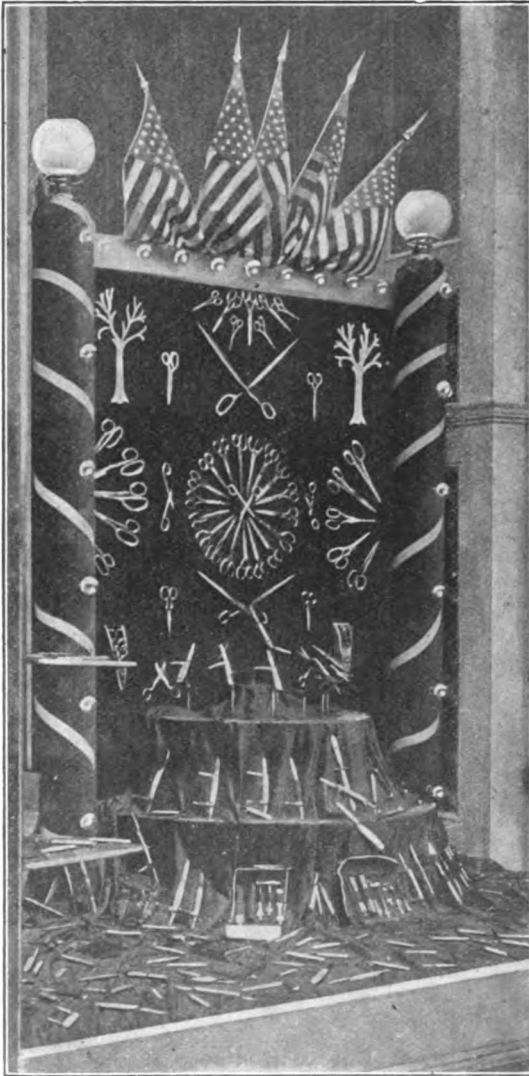


FIG. 34. A FOURTH OF JULY CUTLERY WINDOW OF THE UNION HARDWARE & ELECTRICAL SUPPLY COMPANY, PROVIDENCE, R. I.

the stock is carelessly thrown into boxes, the boxes being so terraced that each is well shown. The special sale price and real value of the goods is plainly and distinctly exhibited on each box. Above and to the back is a mammoth sign announcing the sale.

Seven hundred different designs purchased from a manufacturer especially for this sale were in the window.

CLASSIFIED DISPLAY

While the exhibit in Fig. 35 displays more goods of other lines, yet we show it here under this heading as an example of a classified form of grouping.

The knives, scissors, and carving sets show the sizes or style carried in stock of each kind. It is not the thought here to display all sizes of all grades, but just sufficient to be suggestive of what is in store.

The grouping of the other lines is well done and, as a whole, the window is not only attractive but a business getter.

In Fig. 36 we have an example of the culminative which embodies illustrations of the artistic, unit and classified.

The carving sets and lamp are given the places of honor. The spoons and scissors are arranged with respect to size, while the pocket knives, razors, chafing dishes, etc., are grouped to show variety.

The whole is a striking illustration of what can be done in a composite display where the classifications are kept in mind.

CHAOTIC DISPLAY

A typical example of a chaotic display is seen in Fig. 37. Here

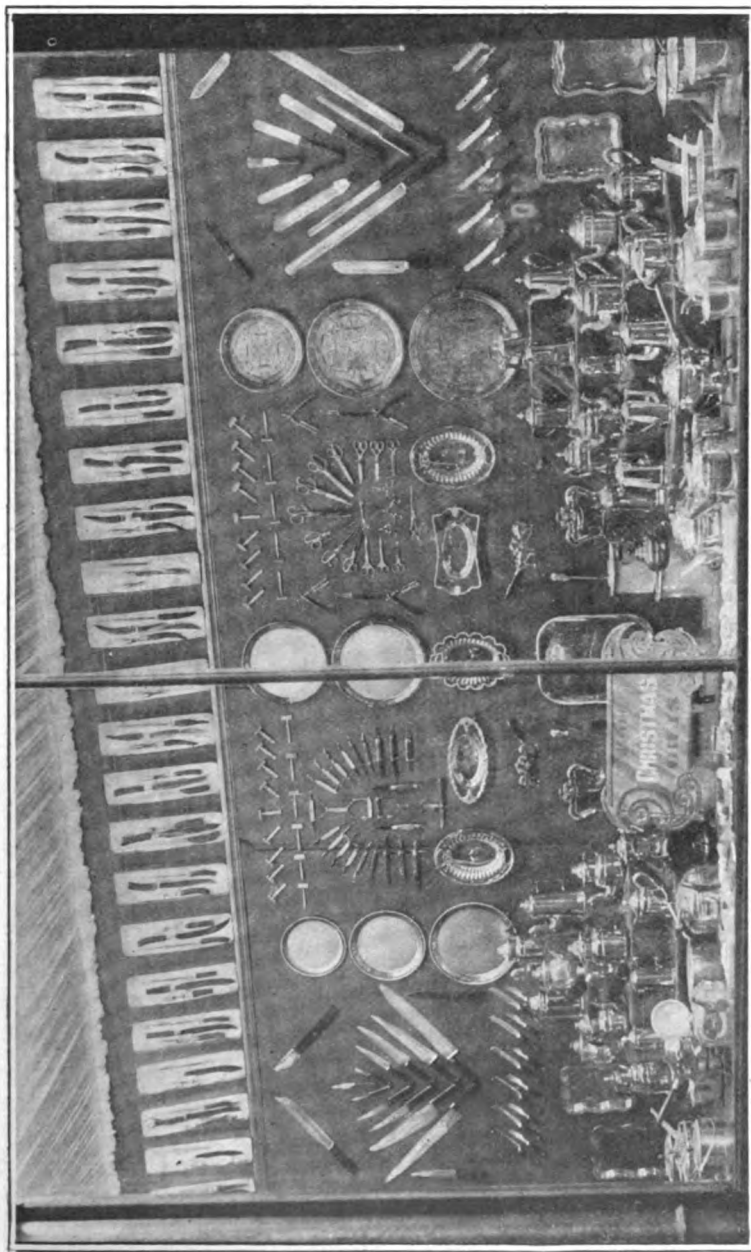


FIG. 35. CAREFULLY SELECTED GOODS APPROPRIATELY DISPLAYED IN A CHRISTMAS WINDOW BY THE SAN BERNARDINO HARDWARE COMPANY, SAN BERNARDINO, CAL.

Early in the morning of the day, which was advertised in the window and in the daily newspapers as "pocket cutlery day" a cash register was placed in the window. A door leading into the window was opened and customers were invited to step right in and examine the knives and make their selection.

Knives were graded according to quality and customers were assured that many of the samples were being sold at half regular price.

The window was simply arranged, the knives being shown with blades open. Boxes covered with black cloth and made into the form of three steps were used for the display.

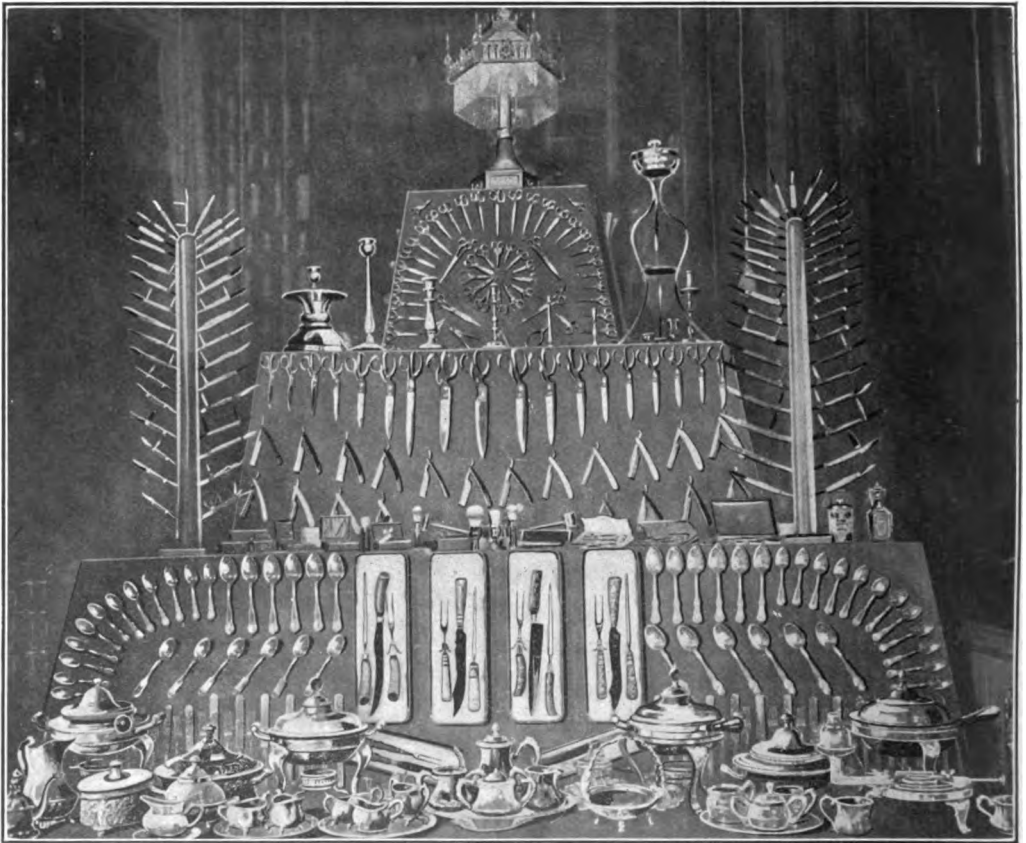


FIG. 36. A STRIKINGLY ARTISTIC DISPLAY BY THE JONES HARDWARE COMPANY, RICHMOND, IND.

An interesting detail about this display is the aluminum painted log chain border about the large sign in the back of the window. This is just a little hardware touch that carries with it the impression of heavier goods.

There isn't any great amount of work represented in this display. Its simplicity makes copying an easy matter.

A very striking illustration of a tasty yet comparatively easily constructed special sale exhibit is found in Fig. 38.

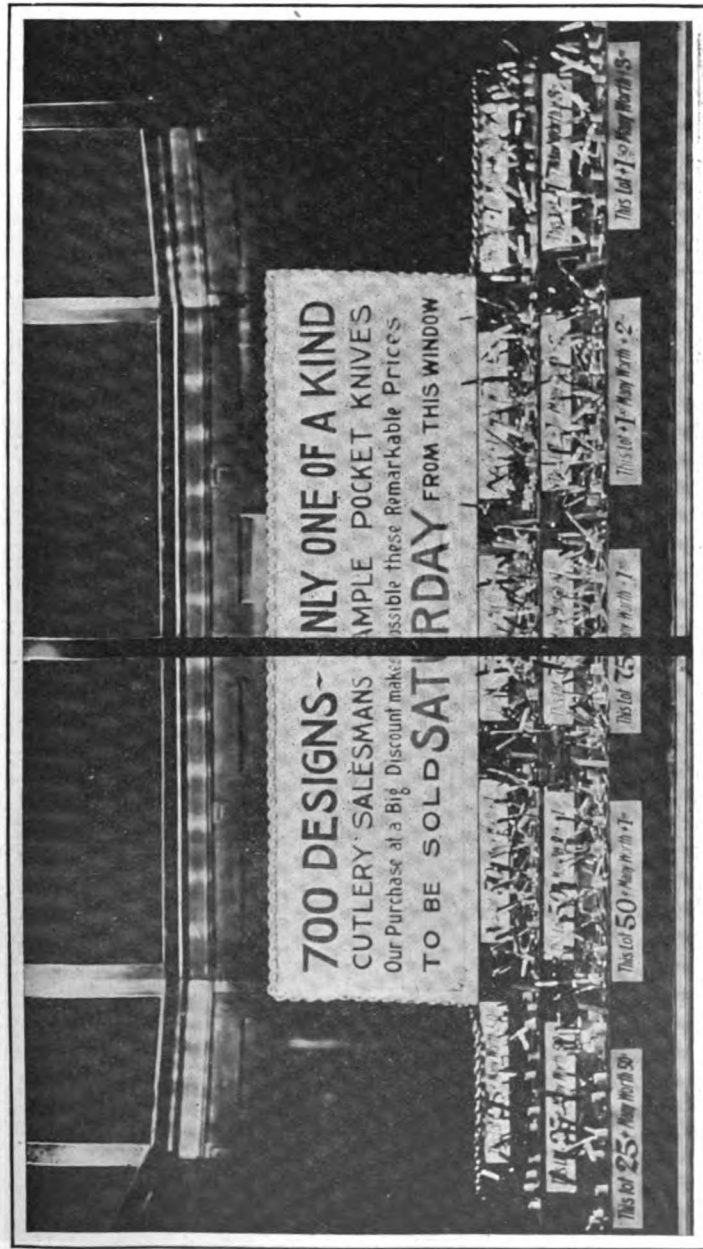


FIG. 37. A SPECIAL CUTLERY SALE DISPLAY BY WARNER HARDWARE COMPANY, MINNEAPOLIS, MINN.

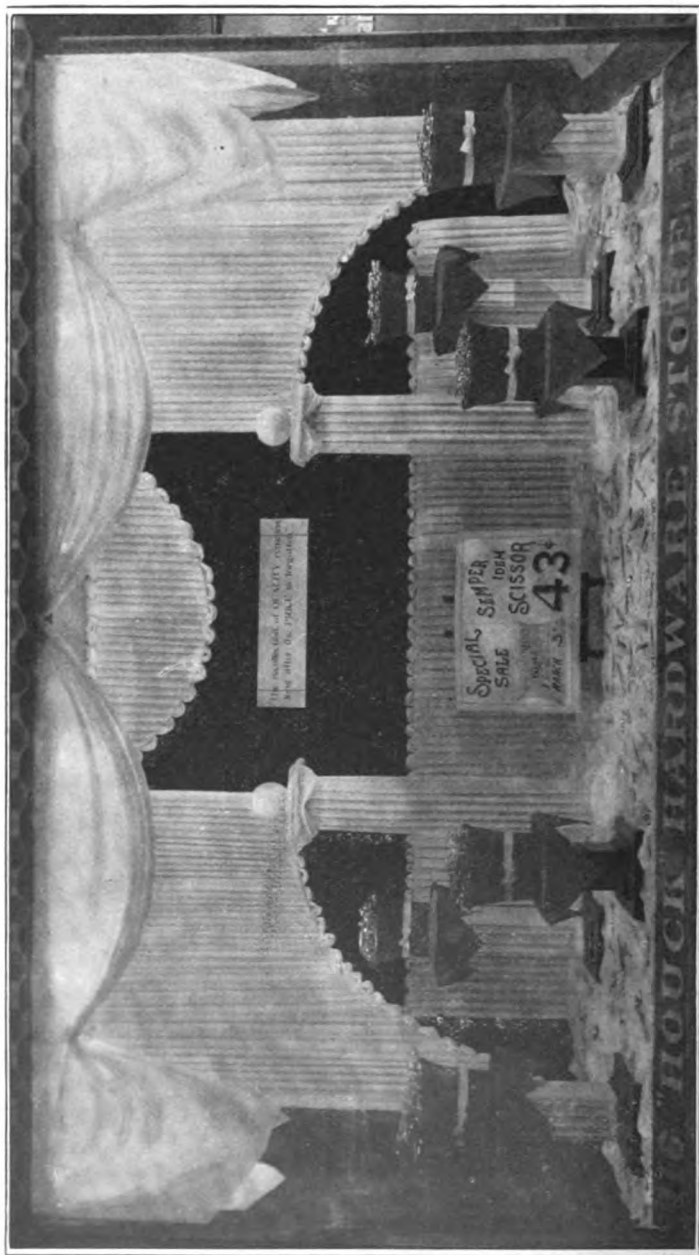


FIG. 38. CUTLERY ARRANGED TO FEATURE SPECIAL SALE BY HOUCK HARDWARE COMPANY, WICHITA, KANSAS.

In this display the chaotic idea plays but small part. The thought is rather to attract attention by the artistic, and then by prominent display of the price placard, call attention to the goods.

Such displays are always interesting and leave a most favorable impression.

Electrical Goods

THE extent of attention to be given to electrical goods will depend largely on the possibilities for it in the field occupied.

From a window display standpoint, there is no class of goods in the hardware line which possesses greater powers of interest than the electrical. This arises largely from its comparative newness.

Any class of goods should be given space in a window only in proportion to the importance it is to the present sales plans or the powers it possesses for creating interest or attraction.

The possibilities, from a display standpoint, of these goods are almost unlimited. They are most advantageously exhibited in moving or educative creations, the most practical of which is to combine with other goods such as sewing machines, washing machines, churns, fans, advertising devices, etc. In this way their utility is demonstrated. This, of course, relates only to motors. But a line of small motors so harnessed and working is most attractive, and here also attention is directed at once to the goods advertised which is the vital point in all moving displays.

The educative form of exhibit is also the most effective with push buttons, bells, wire, batteries, etc. For example: A complete connection of door bells with battery and wire tends to clear the mind of the idea that such apparatus is complicated and intricate.

For, to the lay mind, the miscellaneous jumbled display of such goods is a more or less complicated problem which, as such, does not appeal. But if the real simplicity and utility is properly demonstrated, it creates interest and the desire to possess. A modest line of these goods, properly displayed, will prove a very profitable investment.

ELECTRICAL GOODS

The chief criticism we have to make of the window shown under this heading (Fig. 39) is that the builder has gone outside the line to secure the attractive feature. He has used a line of relics or curios which have no bearing on the goods offered.

This would have been admissable in case the goods displayed did not contain elements which would have supplied a powerful attraction.

But in such a line as electrical goods, which are so rich in attractive possibilities, a serious error has been committed.

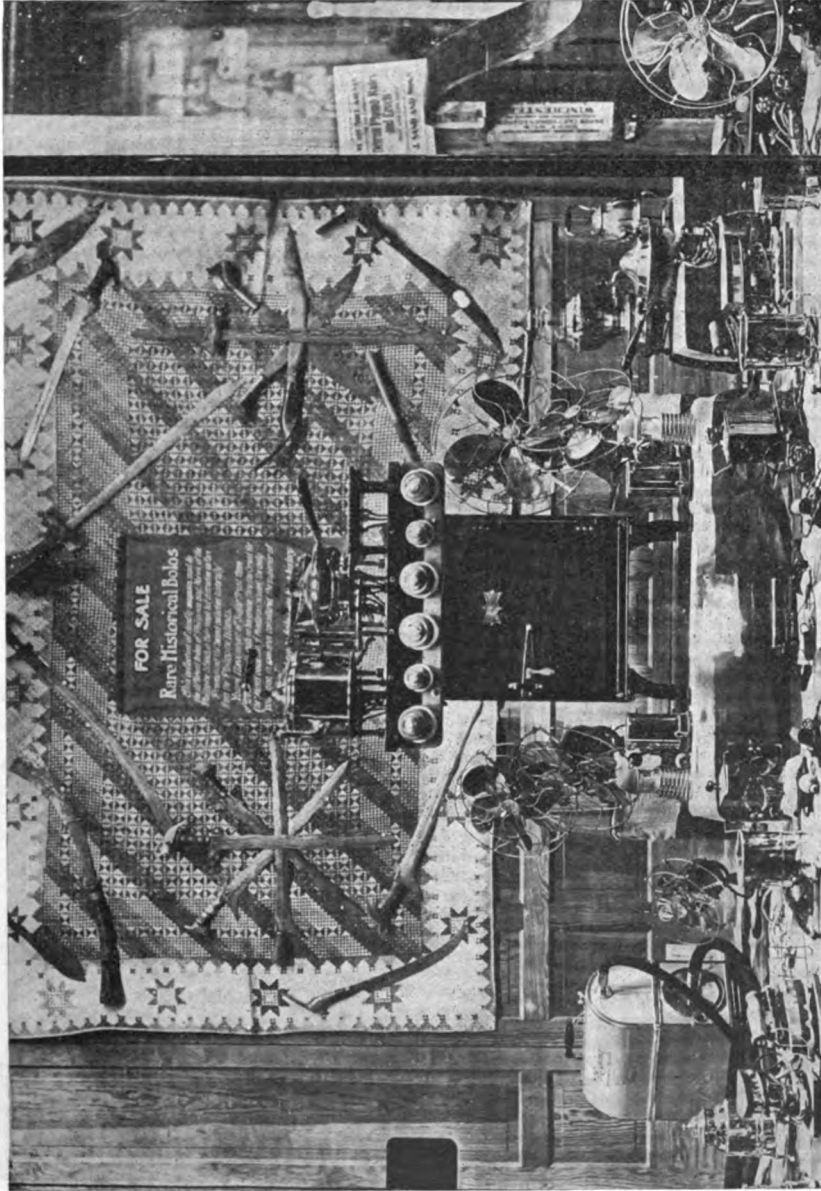


FIG. 39. ELECTRICAL HOUSEHOLD SUPPLIES MAKE ATTRACTIVE WINDOW, WHICH HAS TOUCH OF HISTORIC INTEREST; USED BY ADQUE-BLAINE HARDWARE COMPANY, HOUSTON, TEXAS.

By arranging the goods in a systematic and perspective manner, such as a terraced and culminative formation would have afforded, the perspective could have easily been given to some moving device or arrangement such as a fan or changing colored lights placed in a frame, and the attraction would have been a hundred per cent greater and would have, at the same time, emphasized the goods shown.

It seems strange that so many otherwise competent window dressers fail because of the oversight of some very evident and vital yet simple feature.

Garden and Lawn Tools and Seeds

TO DISPLAY successfully any kind of goods it is necessary to enter into the spirit of things. Garden tools, like sporting goods, sell best when so displayed as to stimulate that lurking desire to get back and close to nature.

The display that places tantalizingly before the observer the thought of warm spring days, robin red breast busily engaged in looking after the comforts of his family, budding leaves, fragrant blossoms, and last, but not least, that hypnotizing incense of newly spaded earth, will compel the purchase of garden tools even when the space for garden may be very small.

As an illustration of this thought, we suggest the following. Take a space preferably 4x10 feet, smaller will do, set the end walls at an angle of about 30 degrees with the back edges toward the center. On the end wall at the right, build out a back door porch. This should extend about 2 feet into the window. Scattered on the floor of the porch, hung from the back wall, or standing up against it, place all manner of garden tools.

On the back wall of the window, hang in a neat and well arranged manner, lithographed illustrations from seed catalogues. Around and among these illustrations entwine vines, artificial flowers, leaves, buds and anything that suggests springtime and summer. The extreme top and ends may have tasty draperies. These lend a finished appearance.

On the left-hand wall are placed large hand-drawn placards extolling the merits of the goods sold, the great values offered, and the endless variety to select from, etc. Scattered among these placards, but placed prominently and distinctly are suggestions on gardening. These should be changed in part, at least, very often.

On the floor of the window and in front of the back porch, is arranged a miniature garden of real earth, real beds and real vegetables. Then you can insert in your advertising and window such as "Watch our Garden Grow," "Every Seed Planted Will Come Up," etc. At the end of each row planted show on a stick the envelope from which the seed was taken. Around the edges of the window and in the corners can be placed natural sod with short green grass nicely formed.

If you cannot leave the display long enough to allow the seeds to come up, make up the beds in shallow boxes and plant the seed before the window is

prepared so that the seed will be ready to come up in a day or so after the window is opened.

In the first place, this will make a very attractive window, and one which will show enterprise and skill. Second, there is a change every day in the condition of your garden and garden talks. This will maintain the interest and get people talking about it. Again such a display will fit a very large line of hardware, such as hose, lawn mowers, rakes, spades, watering pots, flower pots, wire fencing, lawn sprinklers, and so on. This being the case you can well afford to give the display space all through the early spring, while you are advertising such goods, and till summer goods, proper, are ready. In the meanwhile your garden is voluntarily adding new and interesting features.

In such a display you will have caught the main thought, which is to compel observers to "get the habit." For one must have the desire before he can feel the need.

The window will create the desire and the store supply the need.

EDUCATIVE DISPLAY

Fig. 40 is one of the best illustrations of an educative display. Here the thought has been to not only display the goods but their results. The attractive feature is furnished by the colored posters and the tasty manner of displaying the goods.

There is one element lacking, however, to make the display complete. Seeds are a class of goods with an interesting story, especially as relates to quality. So if a short to the point sermon, in the way of a large hand-printed placard, had been prominently displayed, additional interest could have been created and the desire to purchase those identical seeds would, in many more cases, have resulted.

In Fig. 41 is found another very valuable educative display. Here it takes the form of talks on the meritorious features of the goods. This is accomplished by means of placards prominently placed, and having ribbons leading from them to the features mentioned by the placard.

This has a double purpose. It attracts attention to the window and then immediately gets down to business talking lawn mowers.

The attractive and educative features should predominate all displays where it is the thought to sell goods.

To make educative by making prominent the function and utility of the goods, is the thought in Fig. 42.

No matter how many virtues goods may possess, they will secure purchasers only among those who already realize or who are lead to a realization of their use. Thus by suggesting the need, the desire to purchase has been increased.



FIG. 40. STRENGTHENING A DISPLAY OF SEEDS BY THE USE OF POSTERS; PUT IN BY GEORGE D. BOGGS & SON, ELIZABETHTOWN, PA.

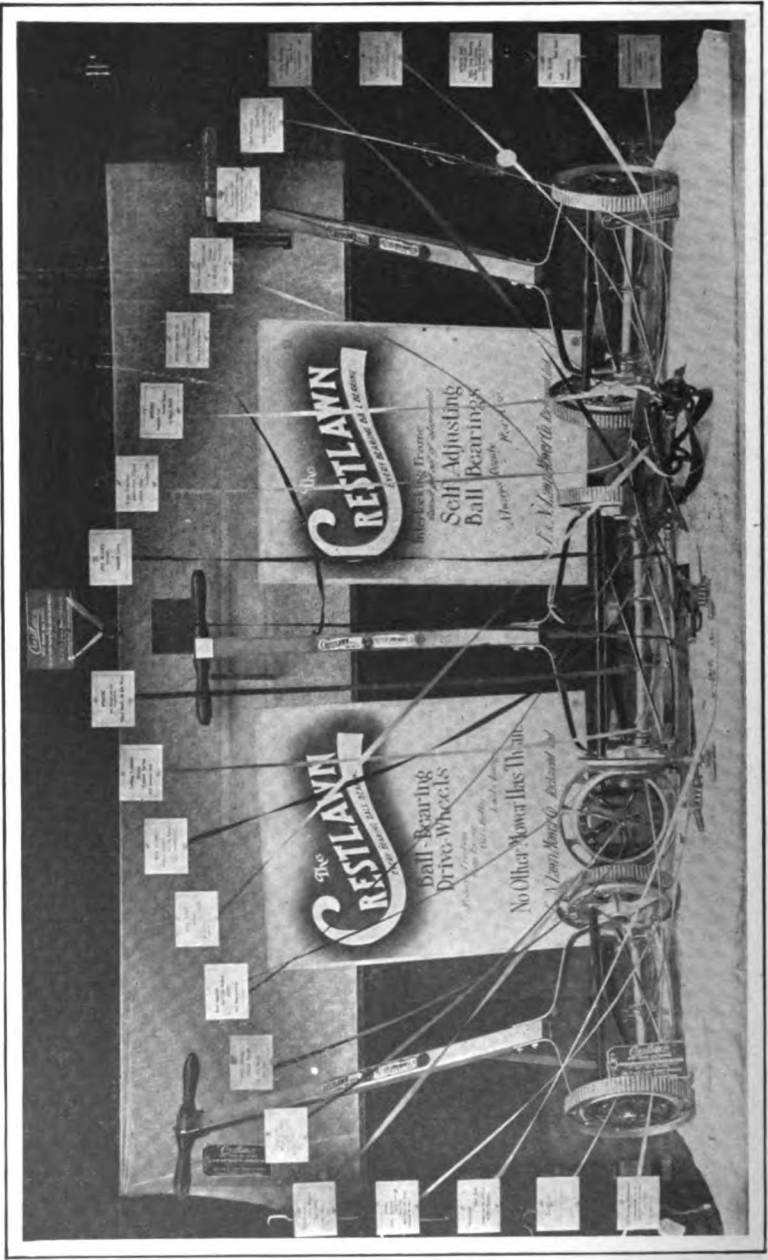


FIG. 41. CARDS POINT OUT ALL THE TALKING POINTS OF THE LAWN MOWER. A SPECIAL EXHIBIT BY F. & N. LAWN MOWER COMPANY, RICHMOND, IND.

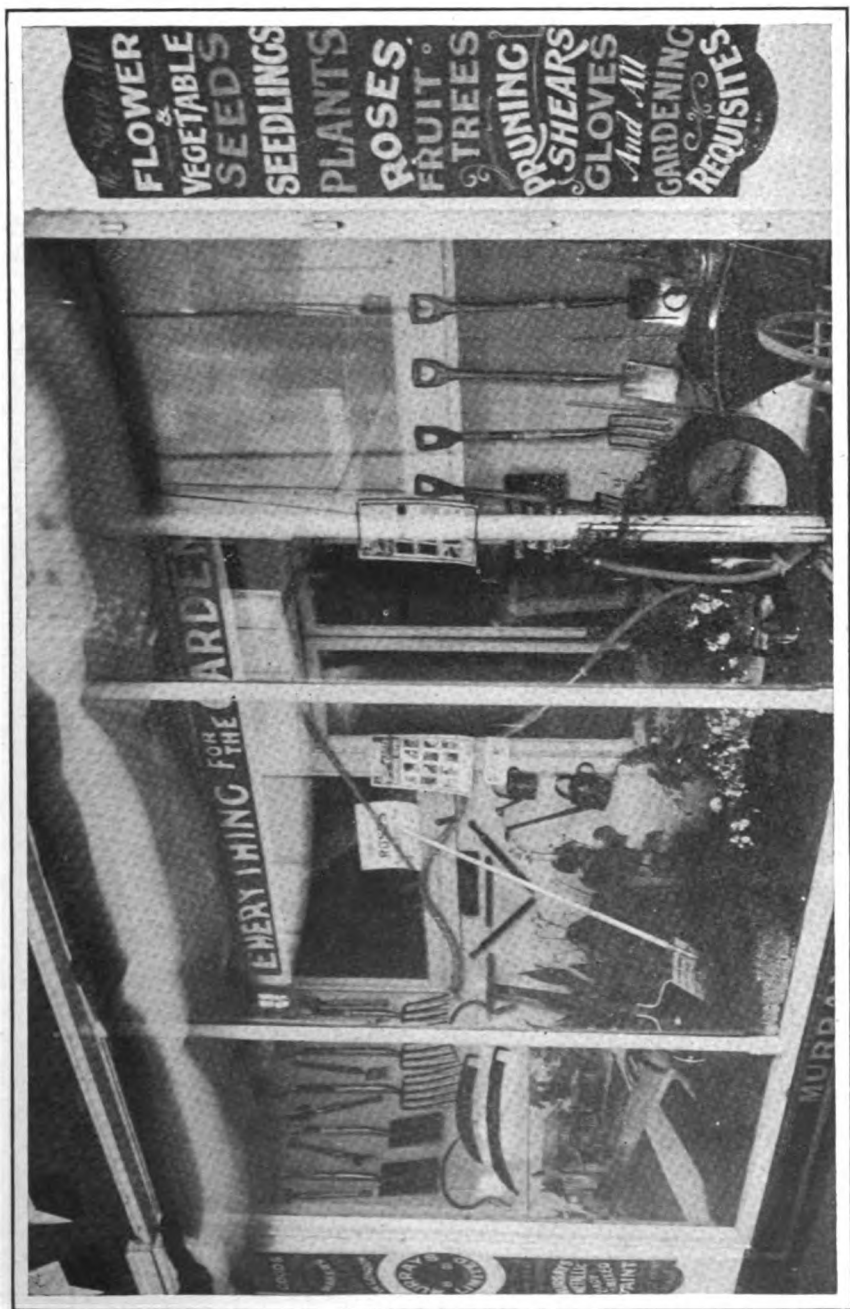


FIG. 42. MAKES PROMINENT THE FUNCTION AND UTILITY OF THE GOODS.



FIG. 43. A GOOD DISPLAY BUT LACKING IN SELLING FEATURES.

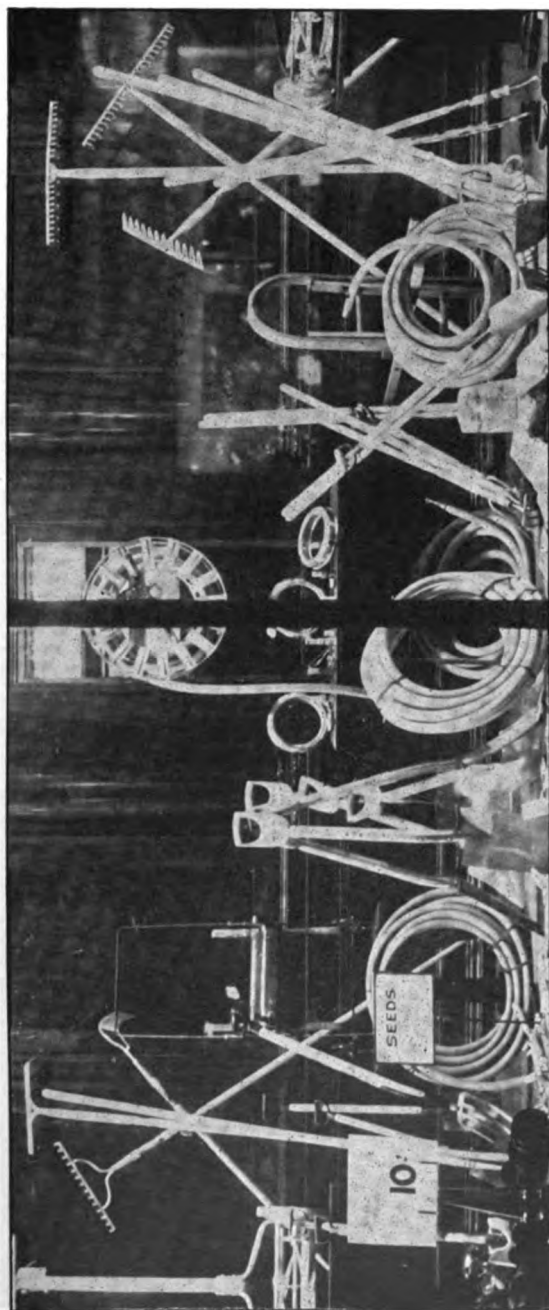


FIG. 44. SPRING DISPLAY OF GARDEN TOOLS MADE BY L. S. DONALDSON COMPANY, MINNEAPOLIS, MINN.

Here also the maker's name has been featured that quality might be emphasized.

GENERAL DISPLAY

A great opportunity to assist the window to sell goods has been neglected in Fig. 43.

A good grade of goods has been clearly and distinctly displayed, and when this was accomplished the work stopped. If one go into a store and a dumb salesman place an article before you and say nothing or demonstrate nothing, not even the price, it would be difficult to imagine many sales resulting.

If the window dresser, in this case, had turned to his manufacturer's catalogue and picked out half a dozen good talking points and boiled each down to a few words and placed them on the wall in neat placard form, he would have given the dumb window salesman speech and enabled him to create interest.

A very well arranged window of garden and lawn tools is shown in Fig. 44.

The arrangement is, however, one which would not have strong powers to create interest on the part of one who was not previously interested.

In the first place, there is lacking any special feature to make the display attract the eye, or any speech to lead on to interest.

Each article displayed has an interesting story, which, if told in a brief and to the point manner, will cultivate the desire to purchase.

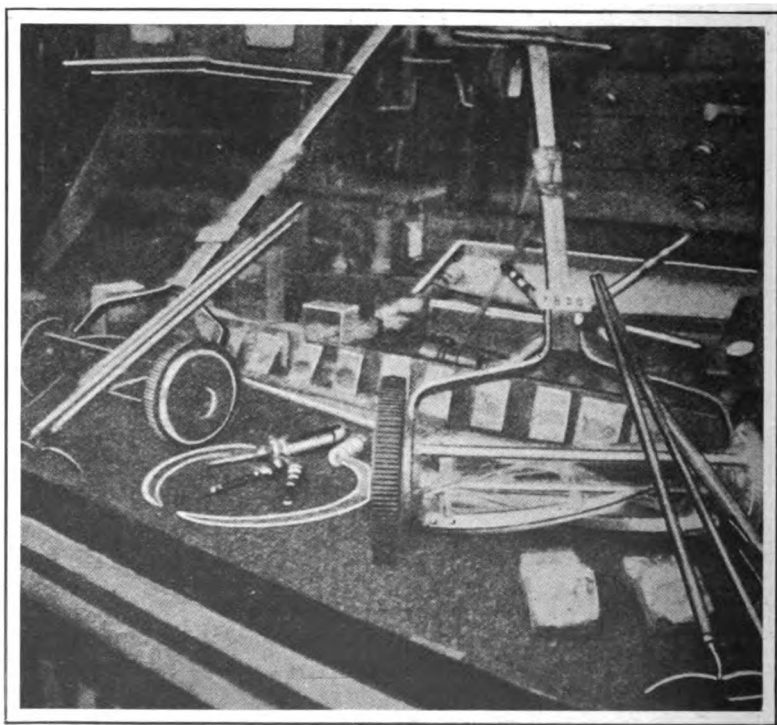


FIG. 45. AN ATTRACTIVE FEATURE OF THIS LAWN TOOLS DISPLAY IS BOTTOM OF WINDOW MADE TO REPRESENT GRASS.

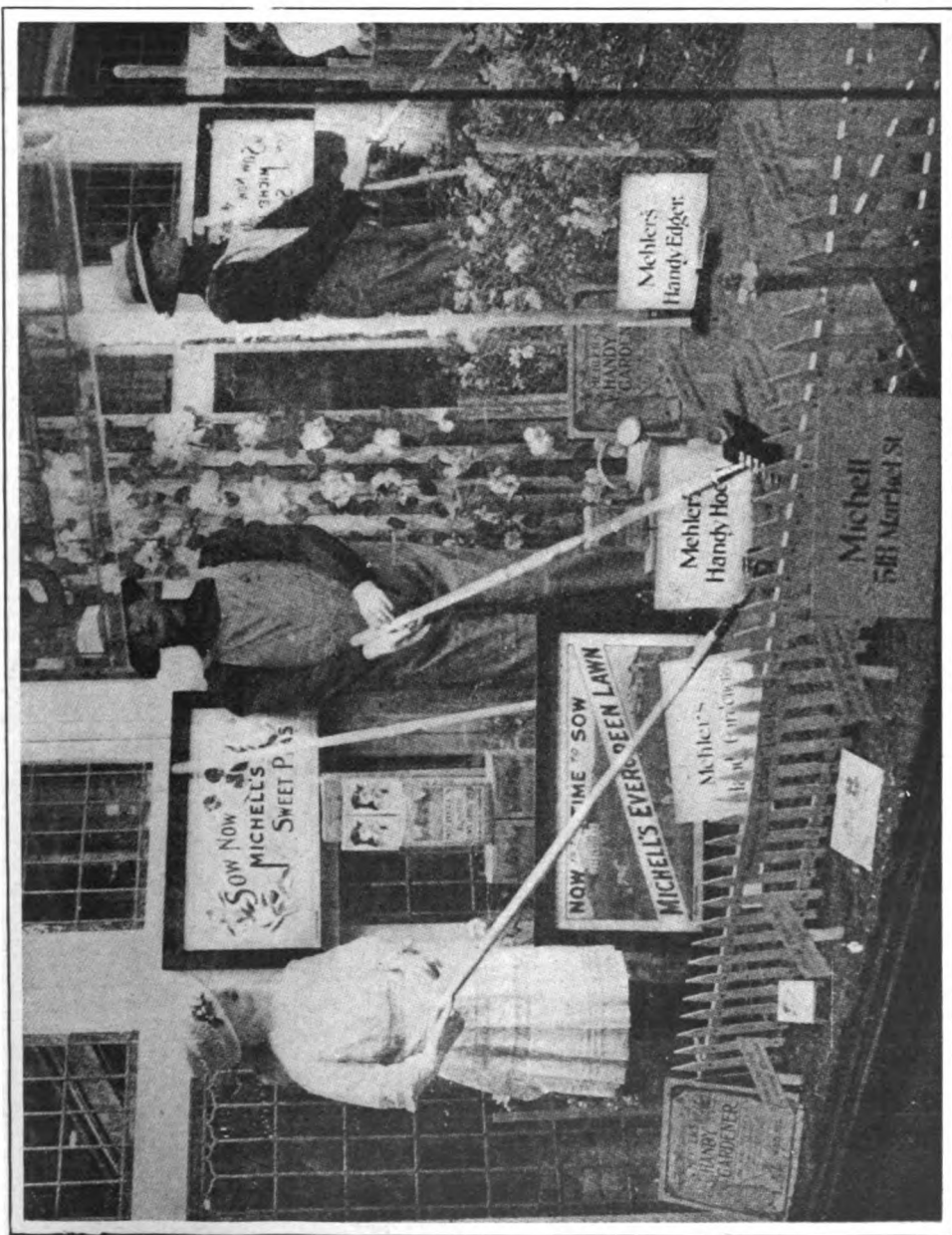


FIG. 46. AN UNUSUALLY GOOD WINDOW DISPLAY FEATURING SPRING NECESSITIES FOR LAWN AND GARDEN.

A good illustration of the thought is the book agent. If he comes to you and lays before you a book, in which you are not previously interested or know nothing about, and says nothing, it is almost a certainty you will not purchase.

If on the contrary, he has at his tongue's end some convincing facts which bespeak for the book's great value, etc., you will consider the matter in a greatly different light.

Always, where possible, make the window "speak its piece."

The attractive feature of Fig. 45 is colored saw dust to represent grass.

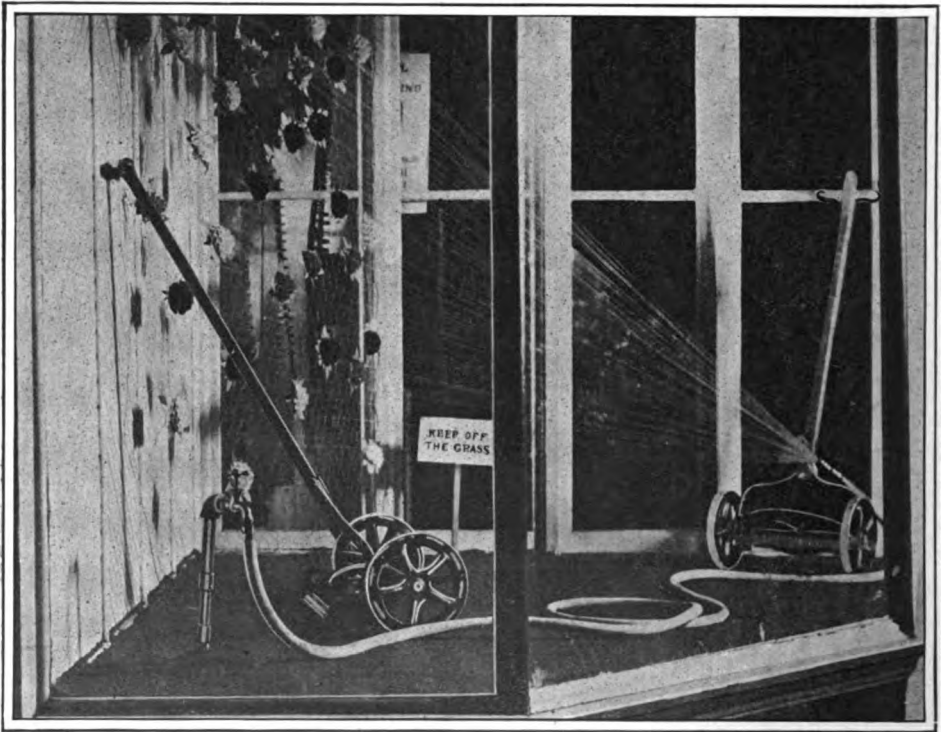


FIG. 47. LAWN GOODS SHOWN IN THEIR PROPER ENVIRONMENT; USED BY COGGESHALL HARDWARE COMPANY, DARLINGTON, S. C.

The goods, however, are left without any sponsor, not even the name of the maker.

Such a display is only half completed and the best half, that which drives home a sale, is absent.

REALISTIC DISPLAY

In Fig. 46 the thought of making the suggestive or the sale driving feature is well illustrated.

The figures provide the realistic and thus attract attention. And by the suggestive arrangement the observer gets the "garden fever" and consequently the desire to purchase.

The thought of quality is also emphasized by prominent placards.

Such a display reflects credit on the store from an enterprising and competent standpoint.

The thought in Fig. 47 has been to first attract, by the realistic, and sell by the suggestive, both of which are valuable and prime elements of a successful window.

But if speech be added, the interest created by these two will have been further cultivated by the talks and ripened into a sale.

In Fig. 48 the realistic serves to attract attention and the goods displayed convey the thought of variety of useful stock carried.

Here chicken fencing suggests the way to make gardening a success and eliminates all possible friction with the neighbors on account of the proximity to their chicken yards.

All of these thoughts could have been thrown into the display and driven home in a way that would have produced business.

A man was visiting the house of a friend and was looking over some curios. He ran across some strange formation strung on a shoe string. Upon asking what they were he was informed that they were the entire crop harvested from a backyard potato patch.

So while these results are often the same with many who go in for home raised vegetables, yet the dealer must exhibit an ideal and suggest a possibility. Such is shown in Fig. 49.

It will start the "garden fever" if anything will.

MOVING AND FEATURED DISPLAY

Fig. 50 casts its hope of sales on the thought of featuring the maker's name. While this is a valuable feature, it is employing only one possible selling force.

The attractive feature consists in the moving of the mower in the center.

The goods are capable of a good and interesting story which, had it been told, would have made the display complete.

GENERAL DISPLAY

Abundance of one line of goods is often productive of attractiveness and interest. Such has been the thought in Fig. 51.

Garden hose, which is most prominent, greatly needs a demonstration to show quality.

Any goods which, when sold at a low price, are liable to give poor service, should be disclosed in such manner that the purchaser is warned.

This will have two results. It will be more liable to influence him to purchase better goods in the first place, and if he buys the cheaper grade he can have only himself to find fault with.

Here was a splendid opportunity to carry out this idea.

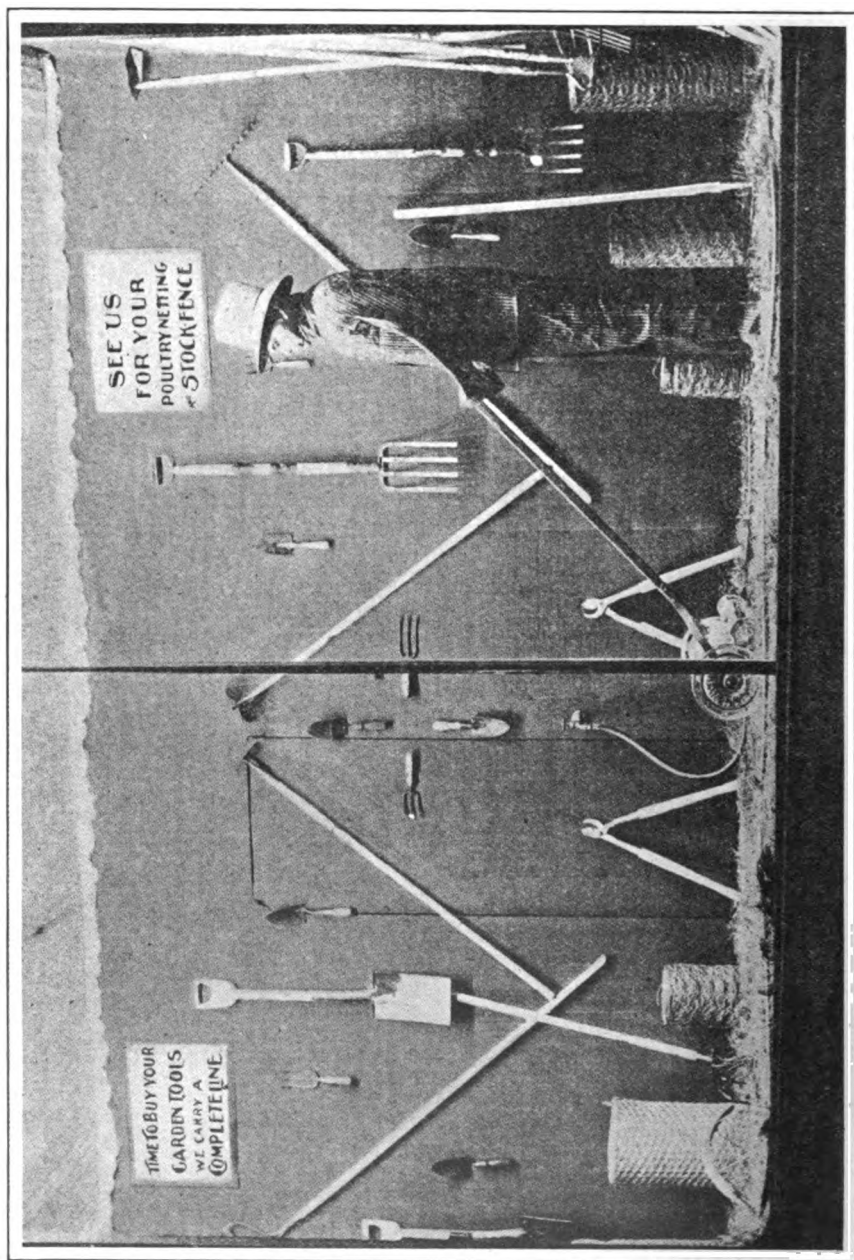


FIG. 48. A DISPLAY OF LAWN AND GARDEN SUPPLIES.

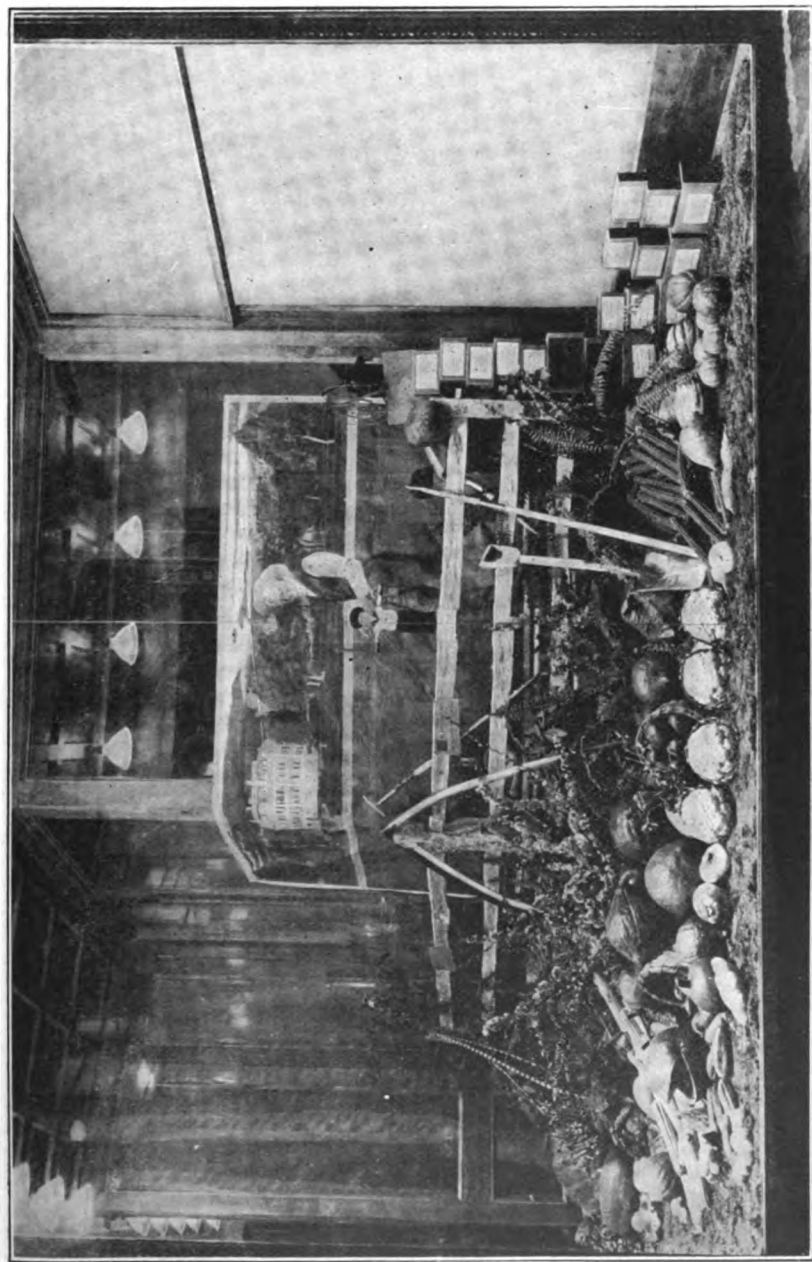


FIG. 49. SEEDS AND GARDEN EQUIPMENT FEATURED IN PICTURESQUE WINDOW DISPLAY.
USED BY FRED KRONER, LA CROSSE, WIS.

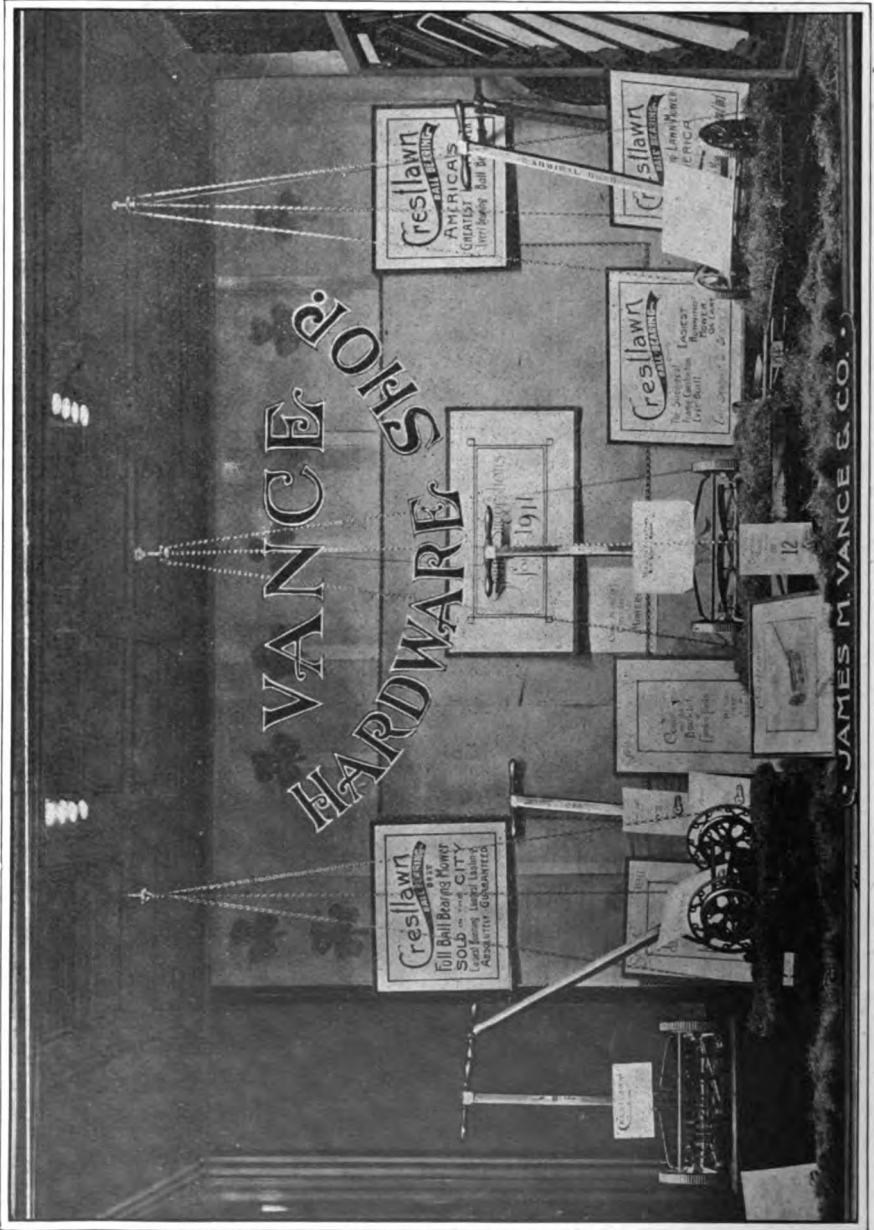


FIG. 50. LAWN MOWERS WELL DISPLAYED WITH MANUFACTURER'S NAME FEATURED PROMINENTLY.

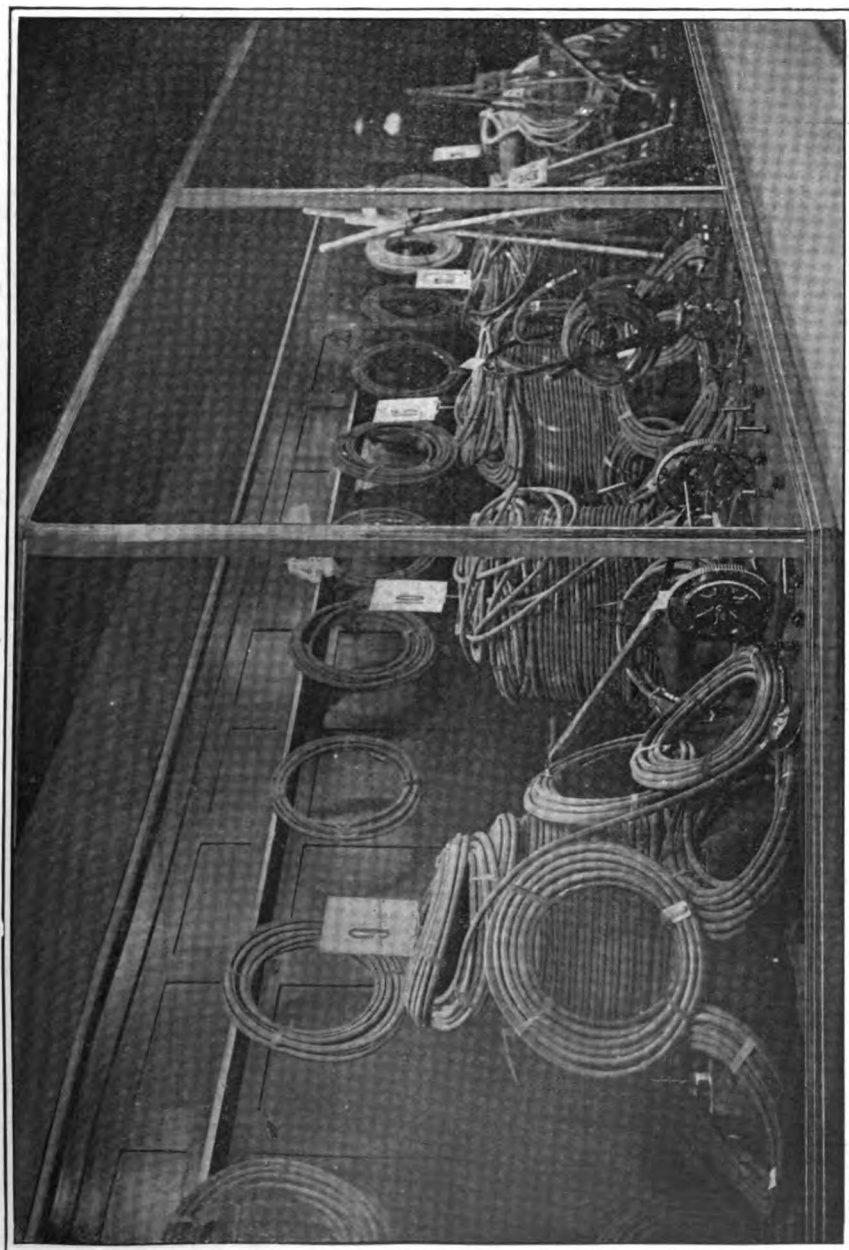


FIG. 51. AN ABUNDANCE OF GOODS IN ITSELF IS OFTEN AN ATTRACTIVE FEATURE.

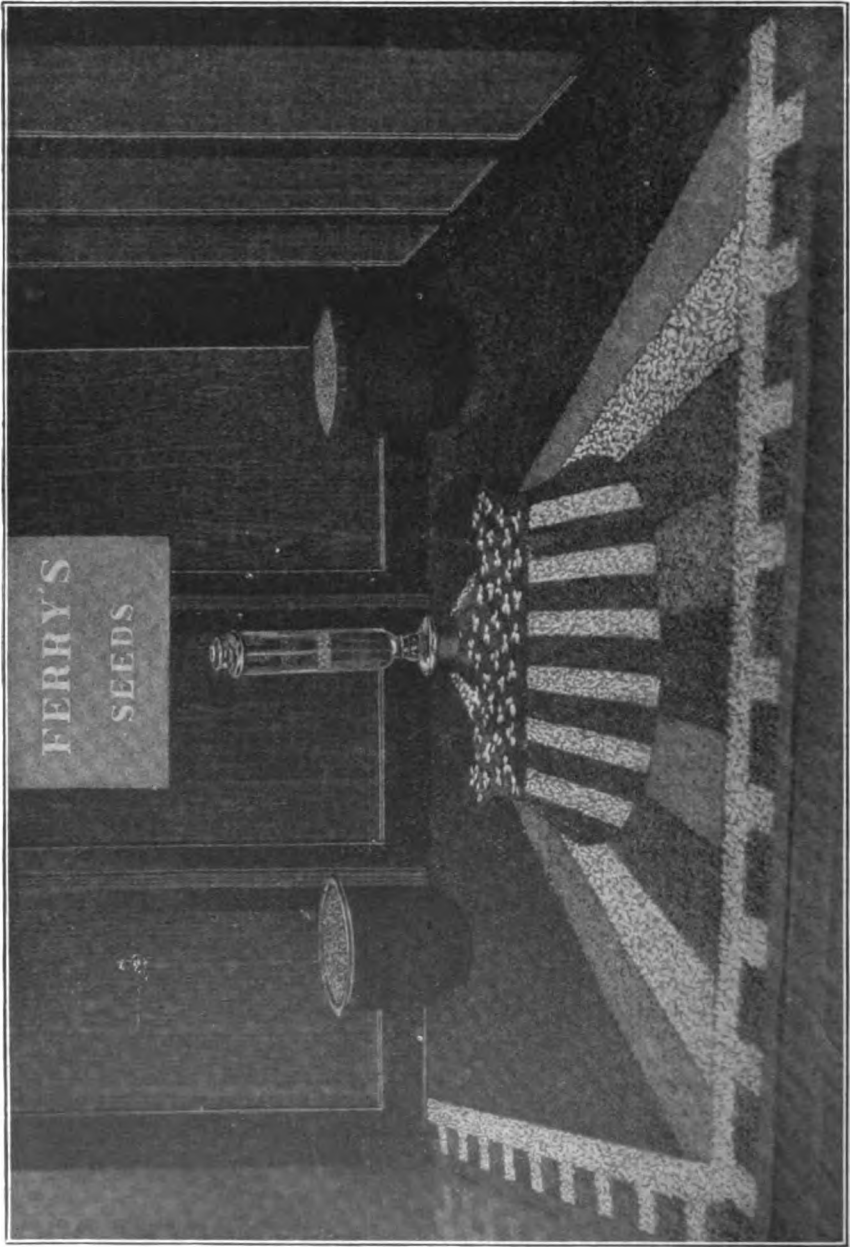


FIG. 52. A PATRIOTIC DISPLAY MADE WITH SEEDS; USED BY S. A. SNOOK, JOHNSTOWN, PA.

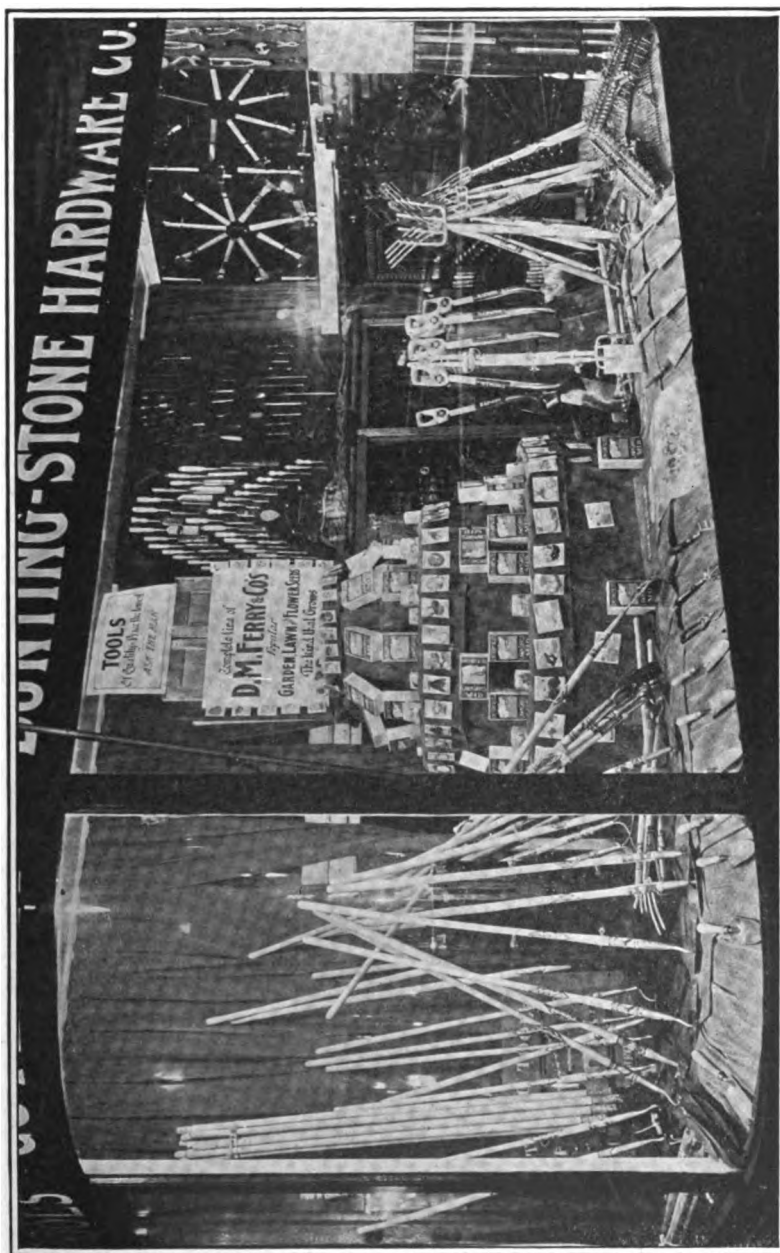


FIG. 53. DISPLAY OF SEEDS AND GARDEN TOOLS BY BUNTING-STONE HARDWARE COMPANY, KANSAS CITY, Mo.

Fig. 52 is a splendid example of the possibilities of displaying seeds in an artistic manner.

This has provided the attraction and the artist has concluded that when the brand was displayed enough had been said.

Looking at the display from an artistic standpoint alone, he was right. But that it might do more than entertain the observer, it was necessary to add features which would have talked seeds and Ferry's seeds in particular.

This could have been done in a manner which would not have detracted from the neat and artistic effect, by placing such talks in artistic, plain, yet rich frames hung on the wall.

PERSPECTIVE DISPLAY

A feeble attempt to make attractive by a perspective was made in Fig. 53, the culminative consisting of the producer's name. In this case, owing to the well-known and extensively advertised name, it has great weight in settling the thought of value.

The demonstrative and educative features are absent, with the result that a very valuable part of the display is lost.

House Furnishings

IN THE average hardware store, house furnishing goods, so called, constitute a very important item. This is a line, above all, which appeals to that member of the household who has the greatest share in buying.

This being the case, the window display should be such as to appeal to the taste and needs of this very important class of customers. For example: If you are showing the interior of a kitchen, find out, if you do not know, the handiest and most acceptable location of each article.

This arrangement is determined by what will save the most steps in the day, what articles need good light in using and which will bear association. If you get the refrigerator and range side by side you will expose your ignorance to such an extent that you will lose public respect for your judgment and in the place of arousing admiration and praise, you will receive ridicule and contempt, neither of which you can afford. On the other hand, make the exhibit educative, so that the observer will not only be interested but recommend the display.

Carrying out the educative feature, suggest the utility of articles by their association, as nearly as possible, with their work. One is rarely ever prompted to purchase an article for which its utility is not apparent.

Aside from the exhibit feature, a window should point out, if such be not clearly evident, the utility and hence the value. For example: Some might not fully appreciate the value of a meat grinder as a means of saving odds and ends of food. But if a dish, containing scraps of bread, meat and vegetables be placed on a table beside a grinder, through which has been put a quantity of the contents of the dish, and this ground part shown in a vessel placed in proper position to the grinder, and then on the table be shown a platter containing neatly formed and appetizingly browned meat croquettes, well and tastily garnished, the possibilities from a saving standpoint will be emphasized.

In this way, through leading the observer by suggestions, you have not only created interest but have aroused a desire for goods which did not before exist.

A wash boiler suggests a tub, washing machine, wringer, scrub board, clothes line, etc.

These grouped will suggest what may be lacking at home in this important line, or what could be added to make it more serviceable.

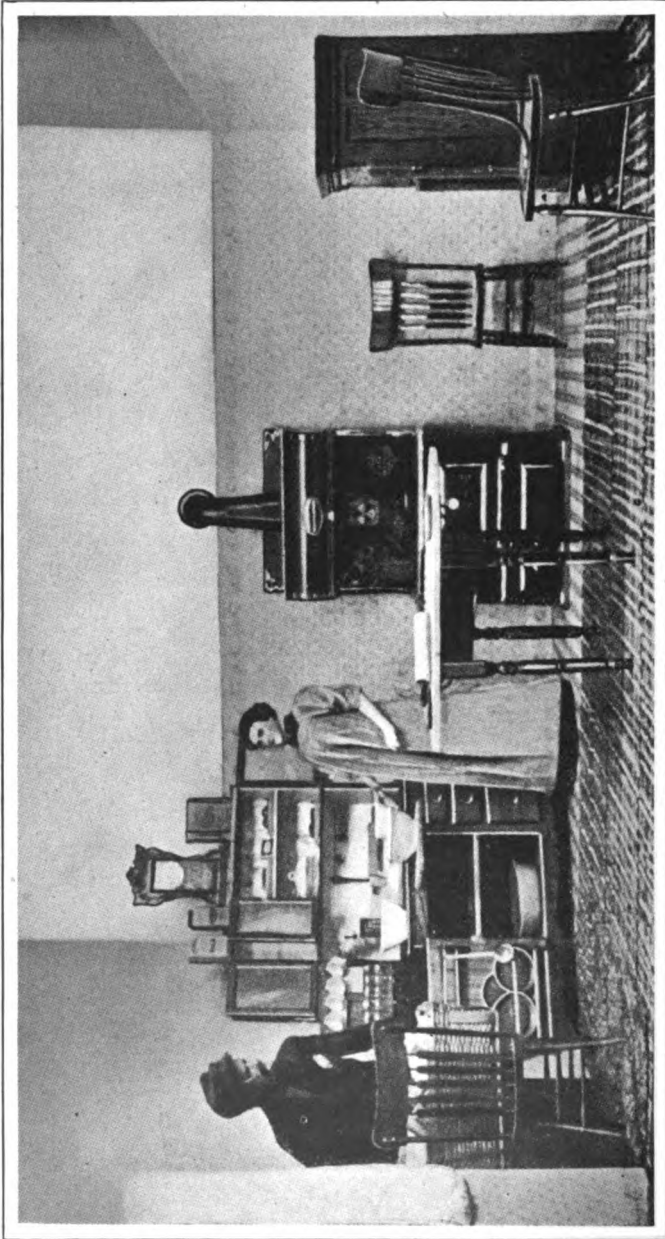


FIG. 54. THE FIGURES IN THE DISPLAY LEND A TOUCH OF REAL LIFE. USED BY PRINCE FURNITURE COMPANY, ALLENTOWN, PA.

This complete set is to the housewife what a fine, complete set of drawing instruments would be to a draftsman.

They are the tools with which she is more or less familiar, and consequently if assembled, will be attractive and interesting to her.

By making each group as complete as possible, you are not only showing your line but promoting, by suggestion, sale for goods not generally used in this connection.

Carrying out the idea in the foregoing, we would suggest showing 4 displays illustrative of 4 important events in each week's work in the household. These are Wash Day, Scrub Day, Baking Day, and Every Day.

The possibilities of this arrangement from an advertising standpoint are almost unlimited. A series of these displays thoroughly advertised, will create a great amount of interest. For example, one week the window is dressed for wash day. The announcement in the newspaper advertisement shows that this week will be seen in the window a full line of goods pertaining to this class of work, and will be followed each week by goods pertaining to the other days. In this way anticipation and curiosity create interest and disseminate knowledge relative to the possibilities of the hardware stores supplying demands for these goods, which, perhaps, had never been thought of before.

REALISTIC

In Fig. 54 is shown a well arranged kitchen, the busy house-wife and the equally busy deliveryman. The arrangement of the articles is good. And while there was plenty of room for a more extended display of kitchenware, yet the window has the advantage of any display which is not made too crowded.

ARTISTIC

We have, in this display (Fig. 55) a very handsome and creditable array of fancy china. We place this under the artistic display, largely because it has been the artistic idea which has been striven for. While the line of goods represented in this display may not be one which is carried to any great extent in hardware stores, yet there are lines which can be displayed in the manner as shown and the results would be very gratifying.

The properties of the stage setting, while massive in their appearance, are really not expensive and difficult to construct. In fact, the only element to be seriously considered in the construction of such a display is the space it occupies. To attempt such a display in a limited space would be entirely out of the question.

A very artistic display is here shown (Fig. 56). It is devoted almost exclusively to wire goods. Aside from the artistic arrangement of the goods in the back wall, and the neat and orderly arrangement of those on the floor, the

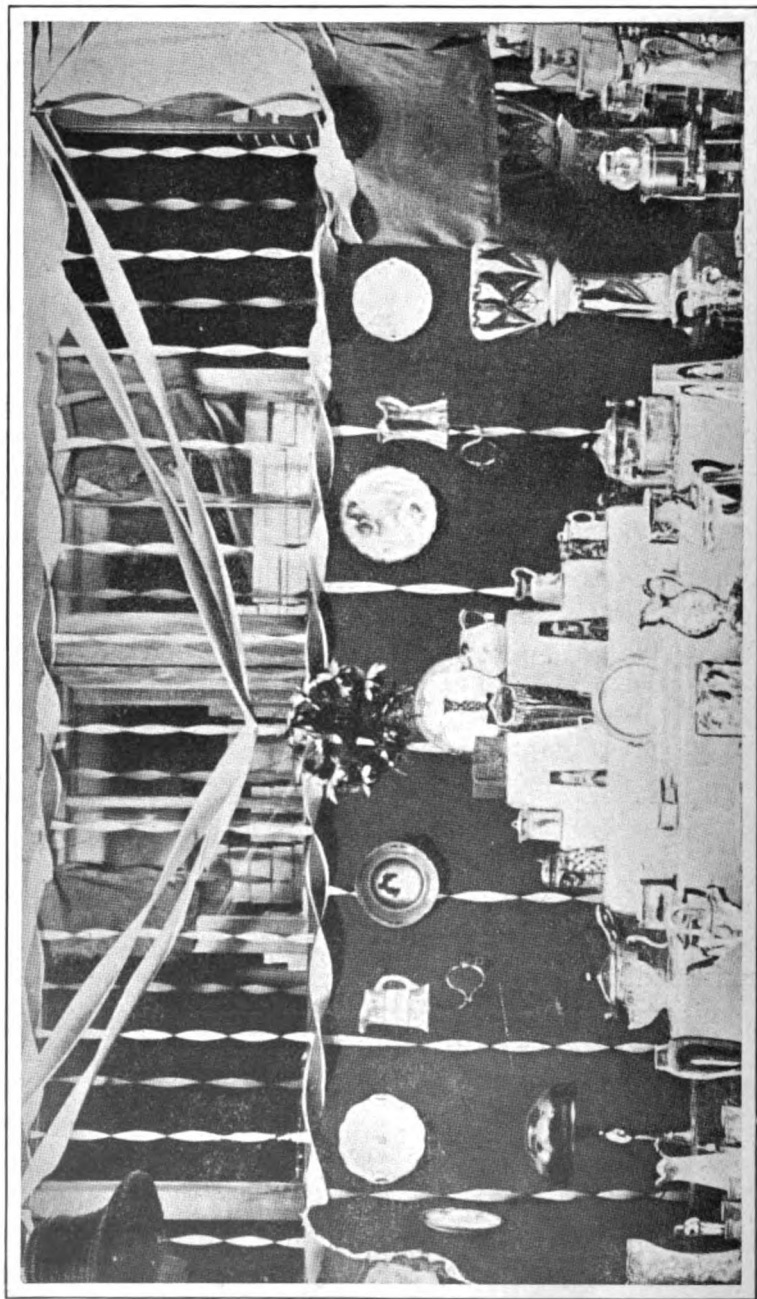


FIG. 55. A DISPLAY OF CHINA BY THE ADOUE-BLAINE HARDWARE COMPANY, HOUSTON, TEXAS.

exhibit has special attractive features made possible by the limited amount of articles in the display. There is not enough to crowd the display, and yet sufficient to nicely fill the space allotted, and give prominence to each.

Here is another very handsome and well-arranged artistic display (Fig. 57). Of course, the goods here shown, make it possible to produce such effects without much effort. Yet even in these classes of goods, it is necessary that harmony and system should be carefully observed.

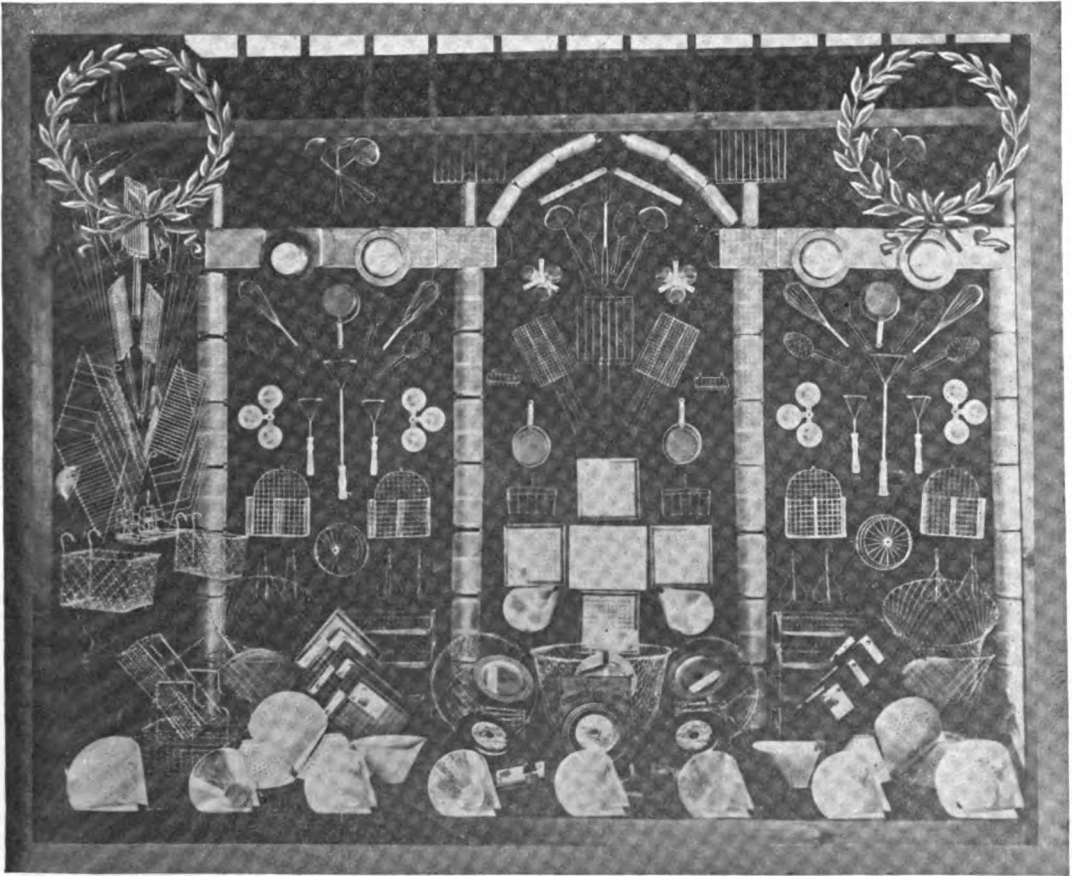


FIG. 56. A SPECIAL DISPLAY TRIMMED BY THE ANDREWS WIRE & IRON WORKS, ROCKFORD, ILL.

We offer this display because of its possibilities for displaying lines which are very closely allied and commonly carried in hardware stock.

In the window (Fig. 58) are shown the possibilities of an artistic display in a small corner. In all such displays, a question of light is very important. It is as necessary, in such displays, that the light be properly thrown as it would be in an art gallery. While the copying of such a display is not so difficult a matter, yet the party having ability to originate displays of similar nature, has, within his reach, powerful weapons for securing business and adding interest in his store.

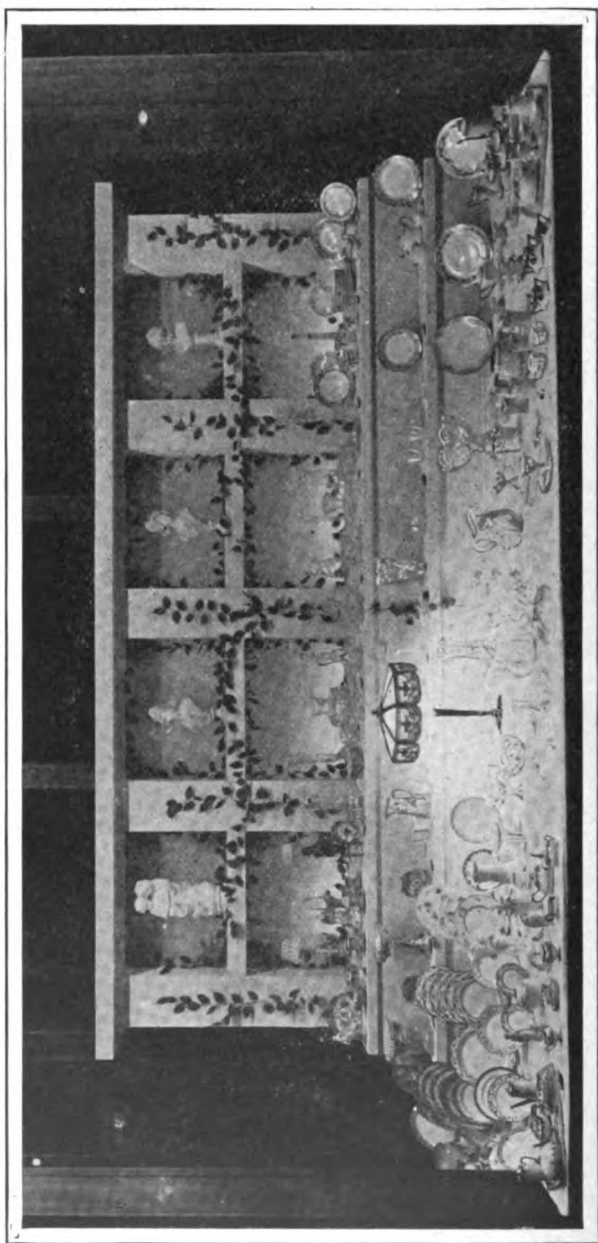


FIG. 57. AN ARTISTICALLY ARRANGED DISPLAY OF CHINAWARE, CUT GLASS, ETC., BY MOREHOUSE-WELLS COMPANY, DECATUR, ILL.

It would be difficult to conceive of a much more tasty and neat manner of exhibiting a class of goods such as is here shown (Fig. 59).

There is just sufficient to reflect the artistic through the neatly arranged groups on the shelf, window fixtures and floor. Such displays appeal very strongly to the house-wife and will interest her much more than one where carelessness and indifference is shown.

We show here (Fig. 60) a very artistic, tasty and more or less original form for displaying high-grade china or plated ware. As in all of the displays shown in this book, this is given only as suggestions which may be copied, or if condi-

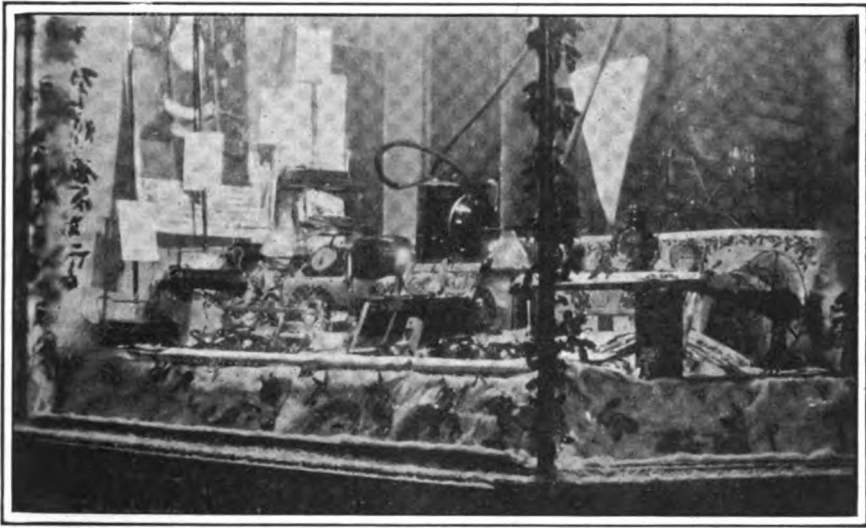


FIG. 58. SHOWS THE POSSIBILITIES OF A DISPLAY IN A SMALL CORNER.

tions permit, or make more desirable, can be used in creating entirely new and original displays.

It is possible to take features from each one and so arrange and combine them as to produce a entirely new and attractive display. The ability to do this is what adds very materially to the window dresser's value.

PERSPECTIVE

The thought of the artist in this display (Fig. 61), has been to cultivate confidence in the line, and consequently, prepare the customer for prices which must necessarily go with high grade goods by making prominent and as a perspective of the display, the manufacturer's name.

It is sometimes difficult for a window to preach quality, owing to the fact that a great many goods have the same outward appearance, regardless of the grade. In such cases, the window should be made to speak out in a very prominent and effective manner, and the best method for doing this is to feature the

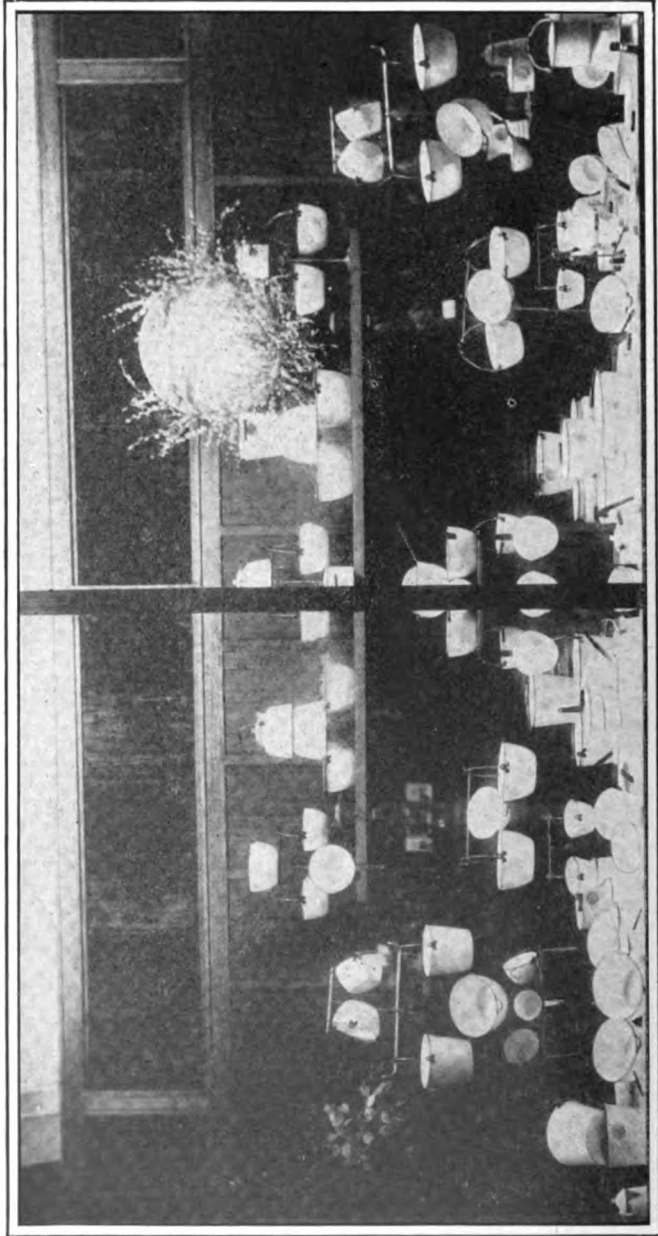


FIG. 59. ENAMEL WARE WELL DISPLAYED BY L. S. DONALDSON COMPANY, MINNEAPOLIS, MINN.

name of the manufacturer. Of course, sermons can be preached in many ways. This is one of the most effective, as the general conclusion is that if the maker has placed his personality alongside his goods, it is a reasonable conclusion that the goods themselves have merit. And by this manner the salesman need only call attention to the maker's name.

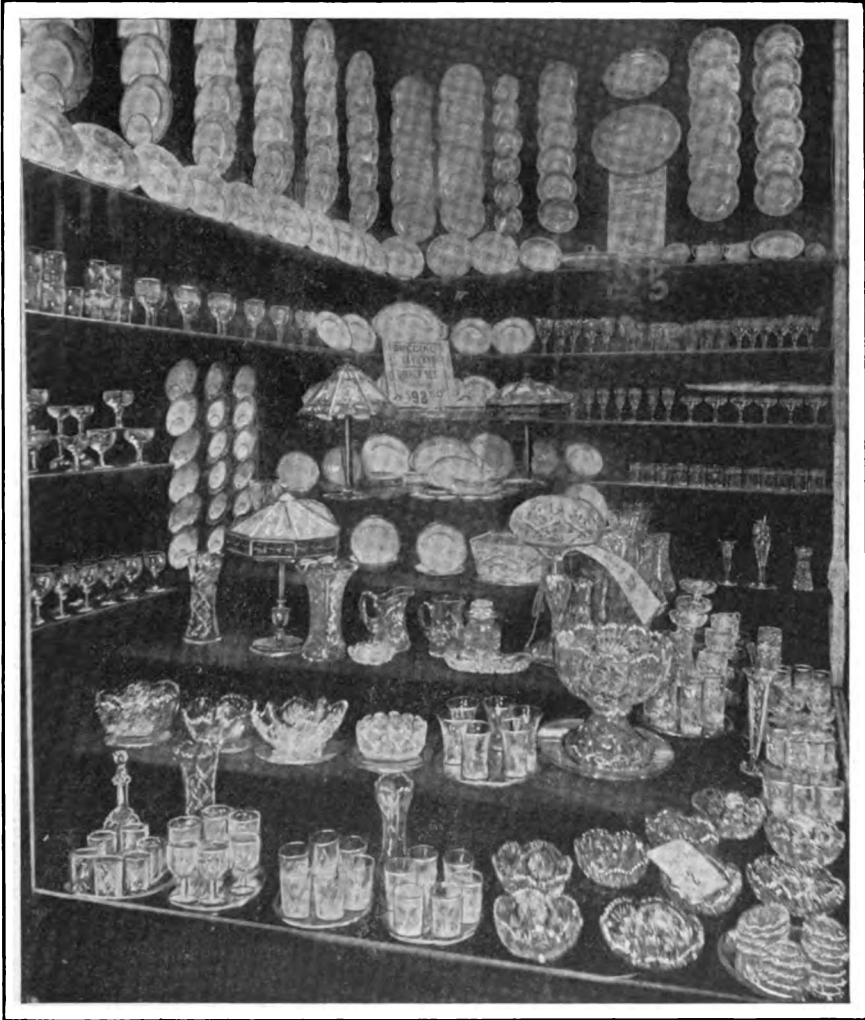


FIG. 60. DRESDEN CHINA WARE DISPLAY BY ADOUE-BLAINE HARDWARE COMPANY, HOUSTON, TEXAS.

We show here (Fig. 62) one of the most striking illustrations of the value of the perspective. Here the perspective is made so strong that nothing else is possible to be seen but the goods which are to be featured. In this case, opportunity is afforded for not only displaying one article, but a general line of kitchen tools. The cabinet itself of course, coming in for the lion's share. But the fullest possibilities of the display were not developed in as much as the



FIG. 61. ENAMEL WARE WELL SHOWN AGAINST A BACKGROUND OF BLACK AND WHITE USED BY JORDAN HARDWARE COMPANY, WILLIMANTIC, CONN.

perspective is so strong, that other goods could have been thrown in without detriment to the cabinet.

It should never be forgotten that a display window is the most valuable space about the store, and wherever a varied line can be displayed without interference to the general scheme, the window should be made to be as productive as possible.

GROUPED

There is scarcely any line of goods which cannot be more effectively shown by employing the grouped method. This is especially true with certain lines of house furnishing goods.

In this display (Fig. 63), the floor arrangement is illustrative of the attractive and effective manner by which it is possible to carry out this thought. Here, also, is illustrated the idea of making the window to tell its own story in words as well as in deeds. This is accomplished by appropriate and well-displayed advertising matter.

CHAOTIC

We give these two displays (Figs. 64, 65), largely to find fault with them. It is an example of a very careless and more or less indifferent manner for displaying the class of goods which is intended to appeal, almost exclusively, to the feminine members of the household.

We have cautioned several times before, against a slovenly display of goods in which the gentler sex are depended upon as customers. We will not take up the time and space here to rebuild these displays, but will make the following suggestions:

In Fig. 64 there is shown a quantity of flour and bread cans. These could have been grouped into more of a pyramid form, and all of the other goods distributed in an orderly and attractively grouped manner. In this way the junk shop appearance and bargain counter suggestions, arising from such a chaotic condition, would have been eliminated. It is difficult to convince the observer of great value, where the same methods are employed as would have been in case of sales day bargain counters. Carelessness in the display of the goods, to the mind of the observer, conveys an idea of depreciated values.

In the second display (Fig. 65), the thought seems to have been to see how many articles could be piled up, one on top of the other, without falling over. Such a thought might be advisable in a freak display, but certainly not permissible in one of this nature.

The pans could have been arranged in classified rows, on a terraced formation, and the pails similarly hung or suspended from fixtures. In fact, any method which would have done away with the present careless indifferent

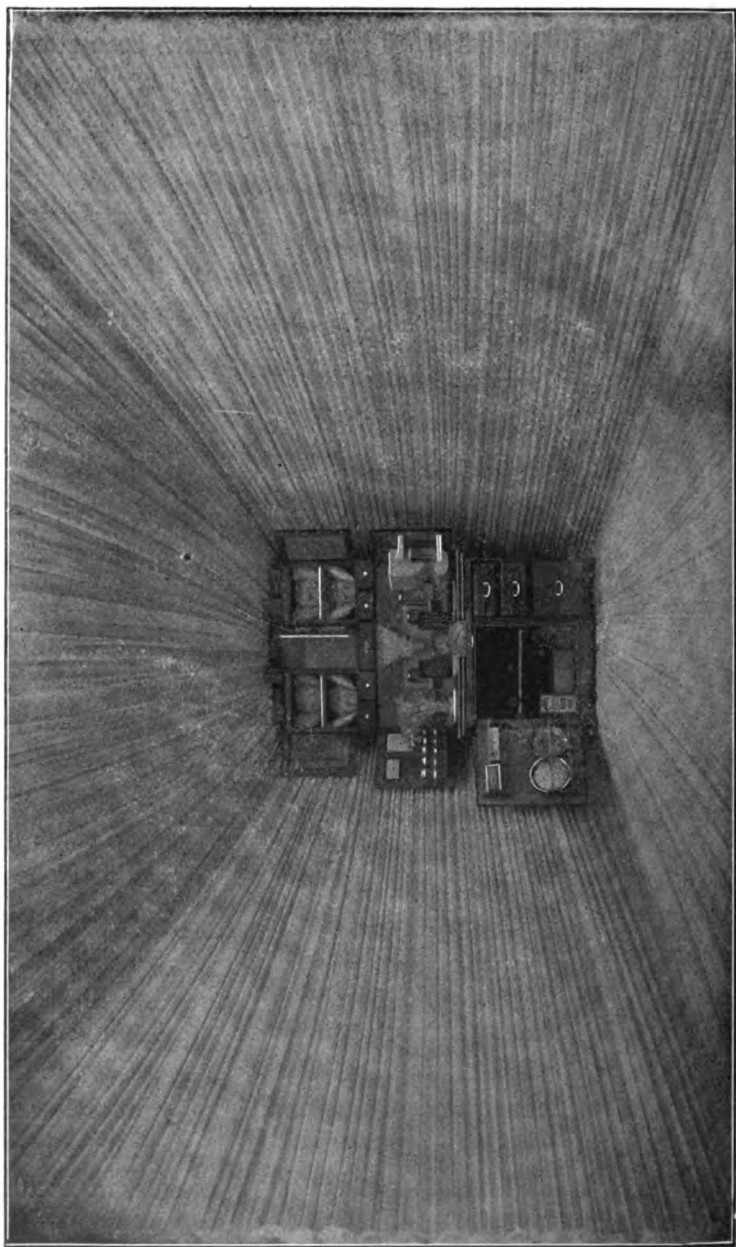


FIG. 62. ASSISTING THE EYE IN WINDOW DISPLAYS. EMPHASIZING THE MAIN ARTICLE BY ELIMINATING ALL OTHERS. USED BY PRINCE FURNITURE COMPANY, ALLENTOWN, PA.

HOUSE FURNISHINGS

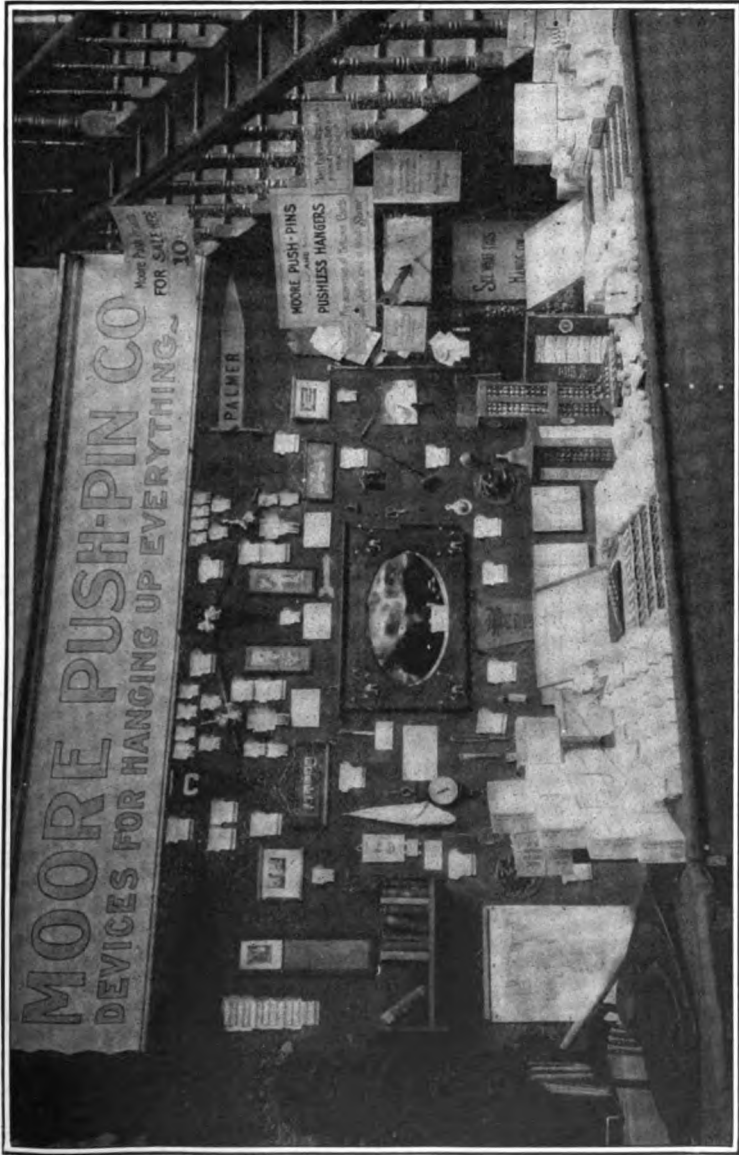


FIG. 63. MOORE PUSH PIN COMPANY'S EXHIBIT AT NEW YORK HOUSEHOLD SHOW.



FIG. 64. ENAMELED WARE DISPLAY BY KROEGER BROS., MILWAUKEE, WIS.

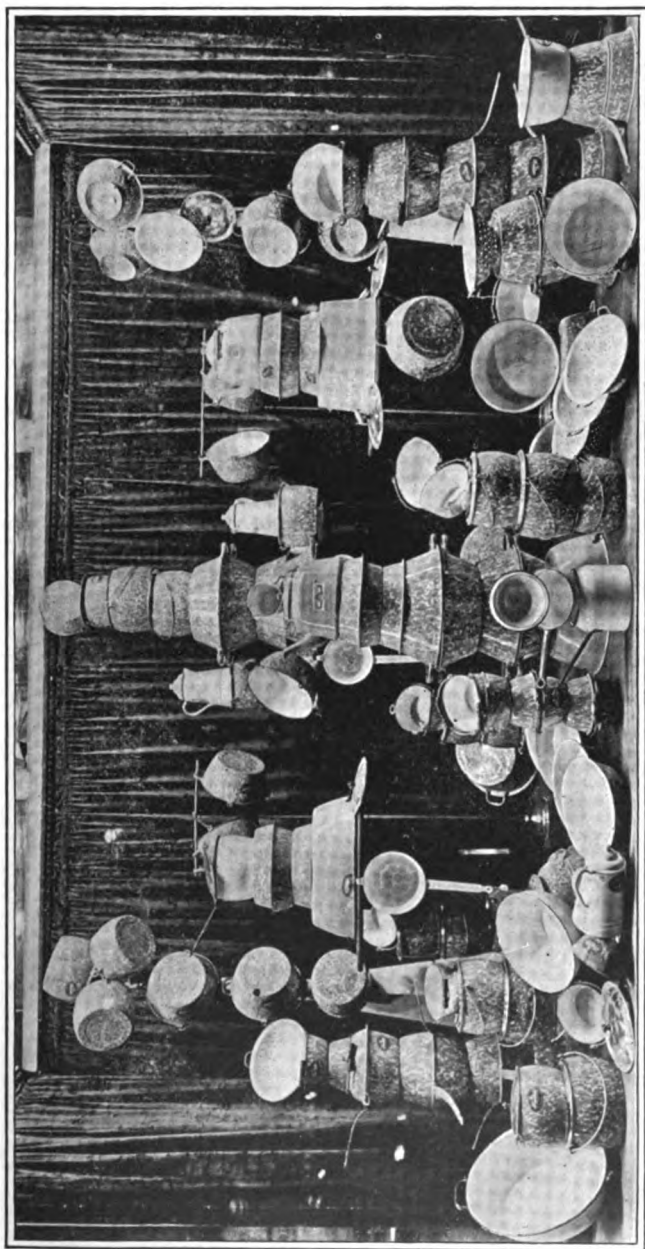


FIG. 65. ENAMELED WARE EXHIBIT MADE DURING MILWAUKEE INDUSTRIAL EXPOSITION WEEK, BY GENDER, PAESCHKE, FREY & COMPANY.

methods, would have produced far greater results, considering the class of customers appealed to.

In this display (Fig. 66) interest has been aimed at by the employment of the chaotic or confused. There is a limit in the careless display of goods, which, when once passed, will in itself be attractive.

There is only one precaution taken in this display, that is to not get any more articles hidden behind one another than is necessary. This is an ideal window for displaying goods where the prices have been slaughtered.

FEATURED

In this display (Fig. 67), is shown an excellent method for featuring articles whose value is sufficient to permit of such. There are certain lines of goods, in which the net profit on the sale of each is sufficiently large to permit of the featured display.

CLASSIFIED

Here is illustrated (Fig. 68) a very simple, yet attractive and valuable display of kitchen utensils. Here light background brings out into prominence the articles displayed. It shows further the different sizes to be had in different articles, which also adds very much to the interest of the display. Such exhibits are within the reach of any merchant and offer the greatest latitude, at the least expense, of getting up attractive and profitable displays.

FREAK

Some fellow, at some time, hit upon a very original and popular method of incorporating the freak features into a window, by using what is termed as the millinery display. That is, to take lamp shades, pots, kettles and pans, and drape them up to represent the various patterns of hats worn on the streets.

This display (Fig. 69) is a good illustration of this idea. The best method for displaying such is to scatter them about in a general display of different lines of goods. By this method, attractiveness is added to the display and consequently attention is called to the accompanying lines.

EDUCATIVE

Any display which enables a window to explain values, peculiarities or construction of goods, is interesting and consequently valuable.

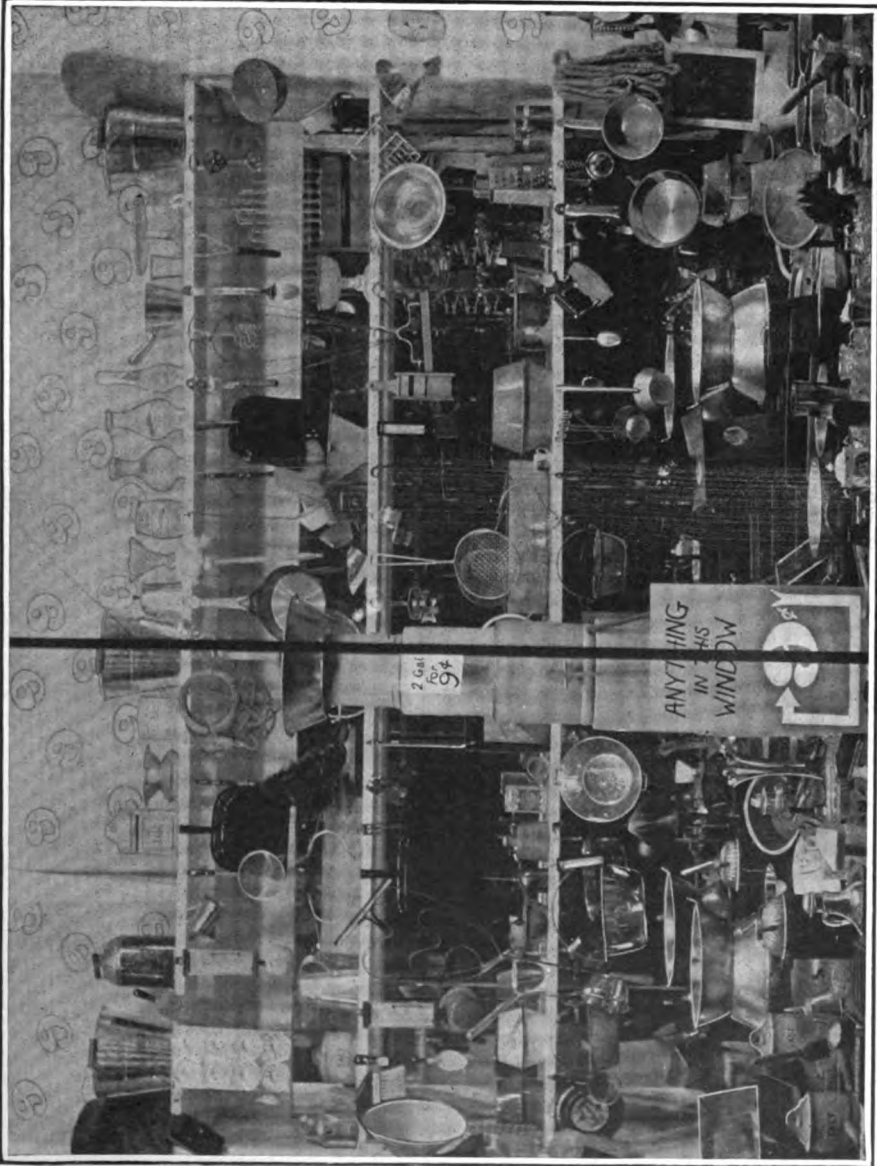


FIG. 66. SPECIAL 9-CENT SALE OF KITCHENWARE FEATURED IN WINDOW DISPLAY OF F. JOHNSON COMPANY, HOLDREDGE, NEB.

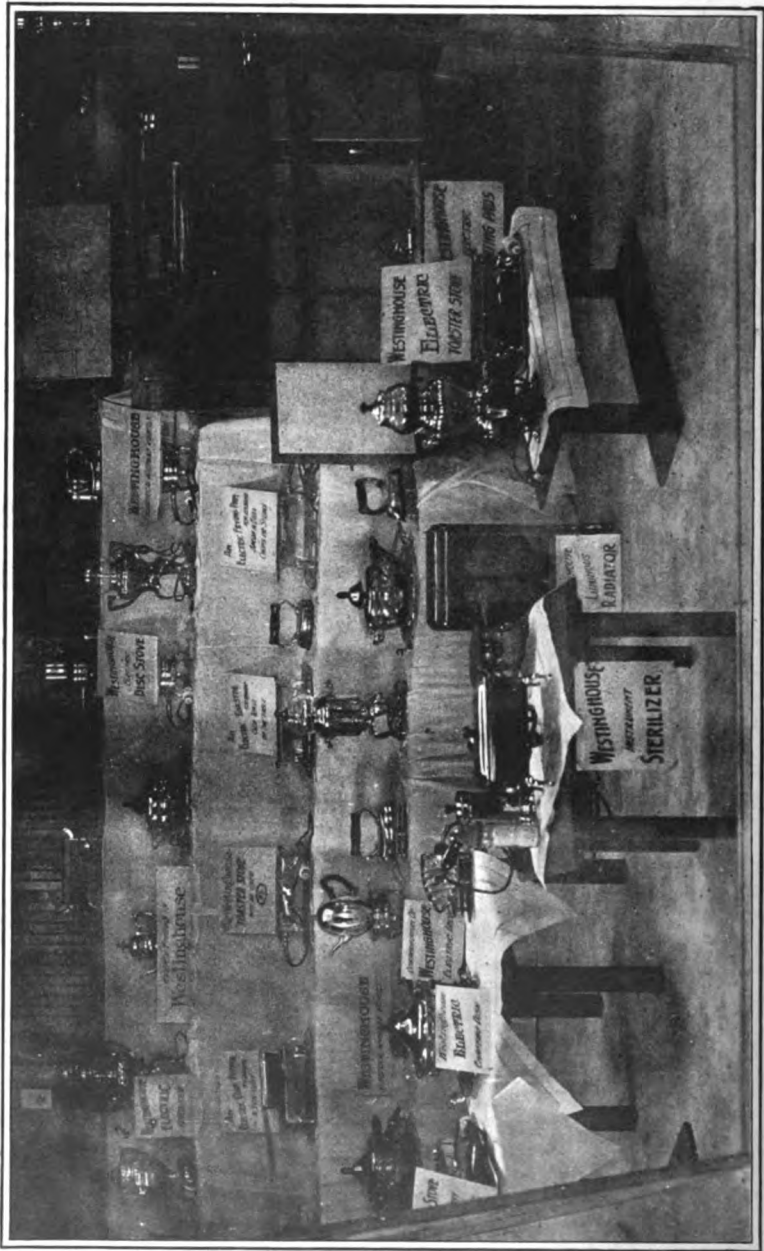


FIG. 67. UNDERGROUND WINDOW DISPLAY SEEN IN MIRROR. USED BY PENNSYLVANIA HARDWARE COMPANY, PITTSBURGH, PA.

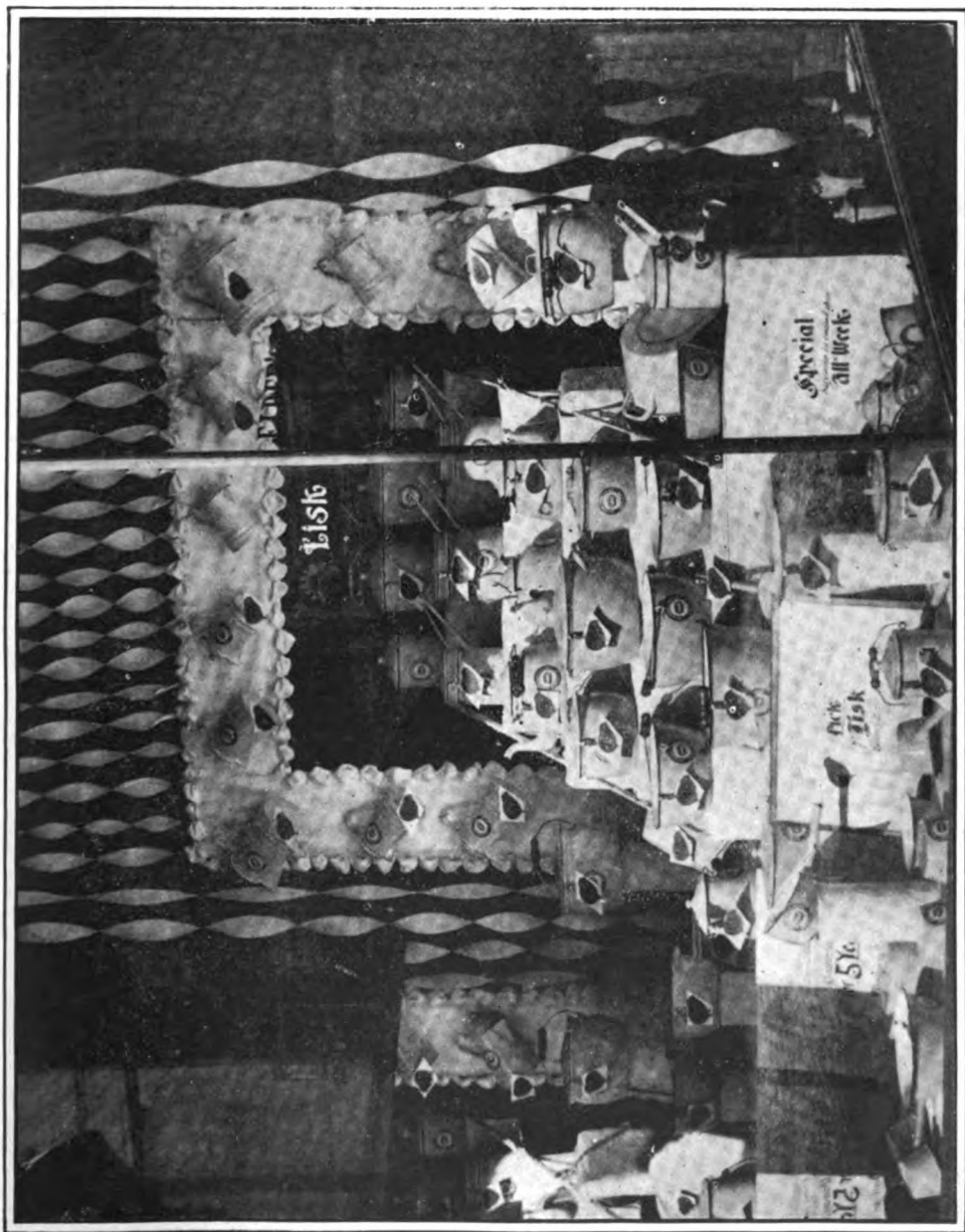


FIG. 68. A TASTY DISPLAY OF ENAMELED WARE.

This is well brought out in the accompanying display (Fig. 70). Here a meat grinder is shown in various poses and in its component parts. There is only one thing lacking here to make this display especially valuable. If there had been displayed with the present showing, the results which are possible to be obtained from the use of this little article, it would have been productive of far greater results. For it is not all who appreciate the great possibilities of this article as a food saver and an appetite tempter.



FIG. 60. THE HARDWAREMAN TURNS HIS HAND TO THE WORLD OF CREATIVE ART AND PRODUCES SOME STARTLING EFFECTS IN MILLINERY. USED BY THE ORCUTT COMPANY, OF SIOUX CITY, IOWA.

Here is an especially good illustration of the importance of showing results with anything of a mechanical nature.

Here the educative feature is apparent through the placards displayed (Fig 71). Here is a line of goods which the dealer has taken pains to display in association. It is not so much what he has said in his placards, in this individual case, as the method he has employed for saying it, which makes the display interesting. He has by these means, put into the display the necessary speech to carry conviction as to certain things which he has desired to make impressive.

A very attractive method for making a general display is here shown (Fig. 72). Here the artistic has been employed, and this together with carefully arranged and grouped methods, has produced a general effect, which is at once attractive and interesting. Such displays will arrest the eye of the passerby and draw to the window, and when this interest has been secured, it is only the powers of salesmanship which are necessary to drive home a sale.

This is a very good illustration of the thought, that the larger percentage of people who can be made to stop and observe, the greater the value the window becomes.

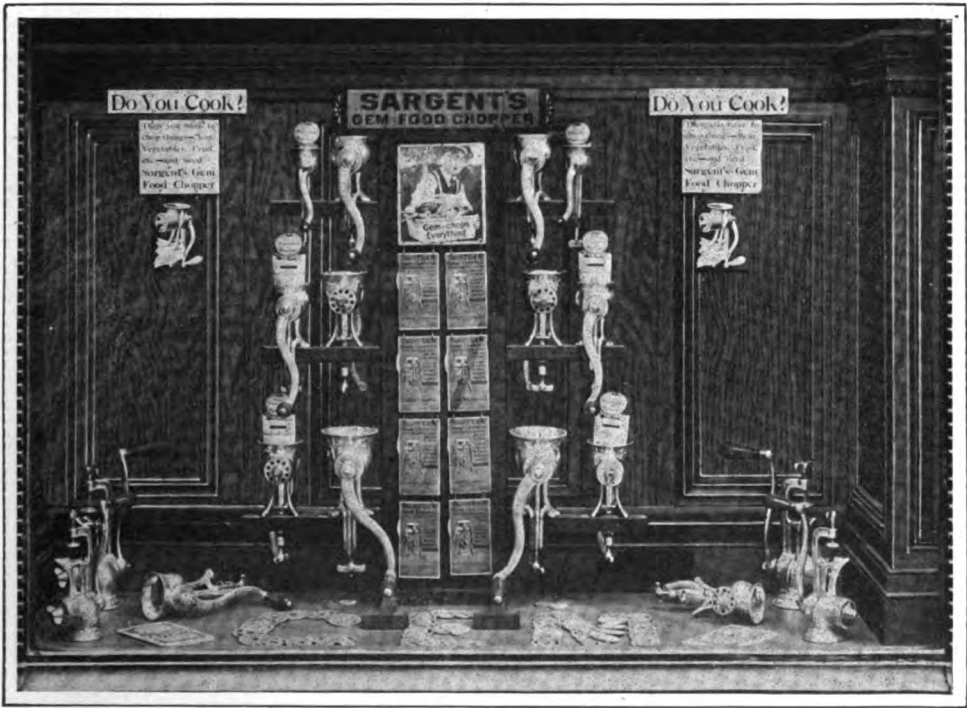


FIG. 70. A DISPLAY OF FOOD CHOPPERS.

For illustration, this display was made in the window of a Chicago department store where thousands of people were passing daily. If the window had been commonplace and ordinary, it is reason to suppose that amid so many which had attractive features it would have been successful in gaining the attention of but a comparatively few; but by its showy and artistic arrangement the percentage of observers was greatly multiplied.

Remember that the space occupied by poor display is just as great as that occupied by an attractive one and anything which is worth doing at all is worth doing well.

In this display (Fig. 73) is illustrated the thought of showing different rooms in the house. In one section can be shown kitchen-ware while another may be devoted to some other line of goods pertinent to the household.



FIG. 71. EXCELLENT USE OF PLACARDS IN WINDOW DISPLAY.

As we have said before such an arrangement makes it possible to classify in such manner as to increase interest show the possibilities of the line, and suggest desirability of possession.

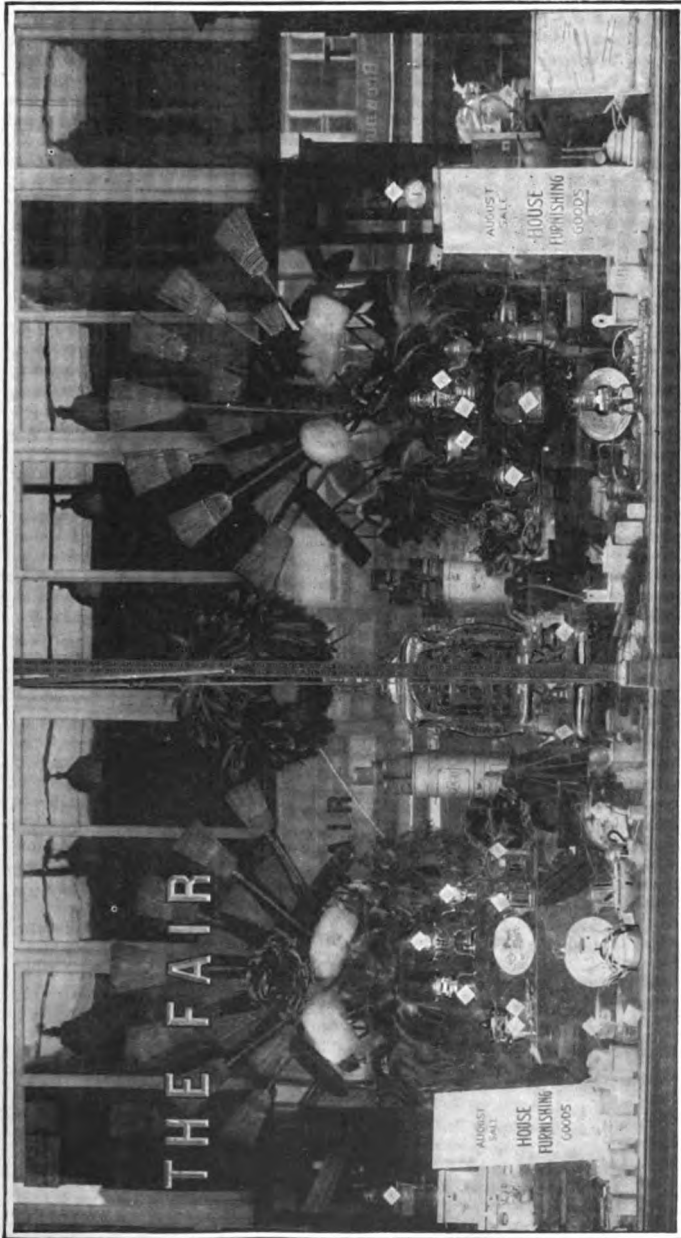


FIG. 72. HOUSEFURNISHING GOODS WINDOW IN A CHICAGO DEPARTMENT STORE. USED BY THE "FAIR," CHICAGO.

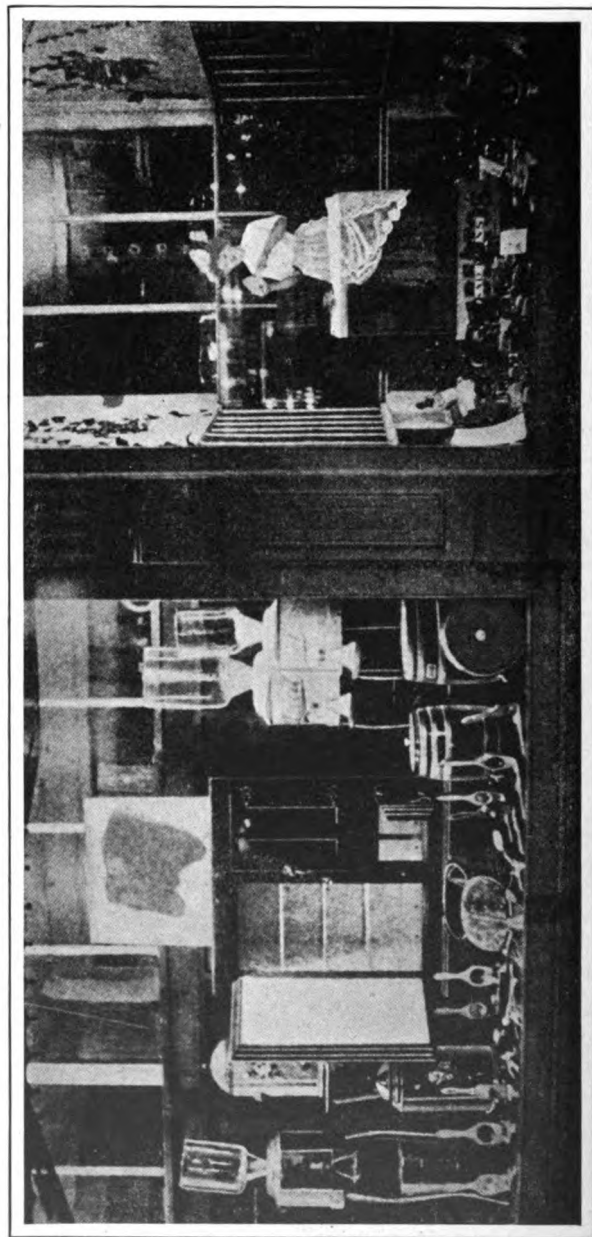


FIG. 73. A DISPLAY OF EARLY SUMMER NECESSITIES BY VEIHL-CRAWFORD HARDWARE COMPANY, FORT WORTH, TEXAS.

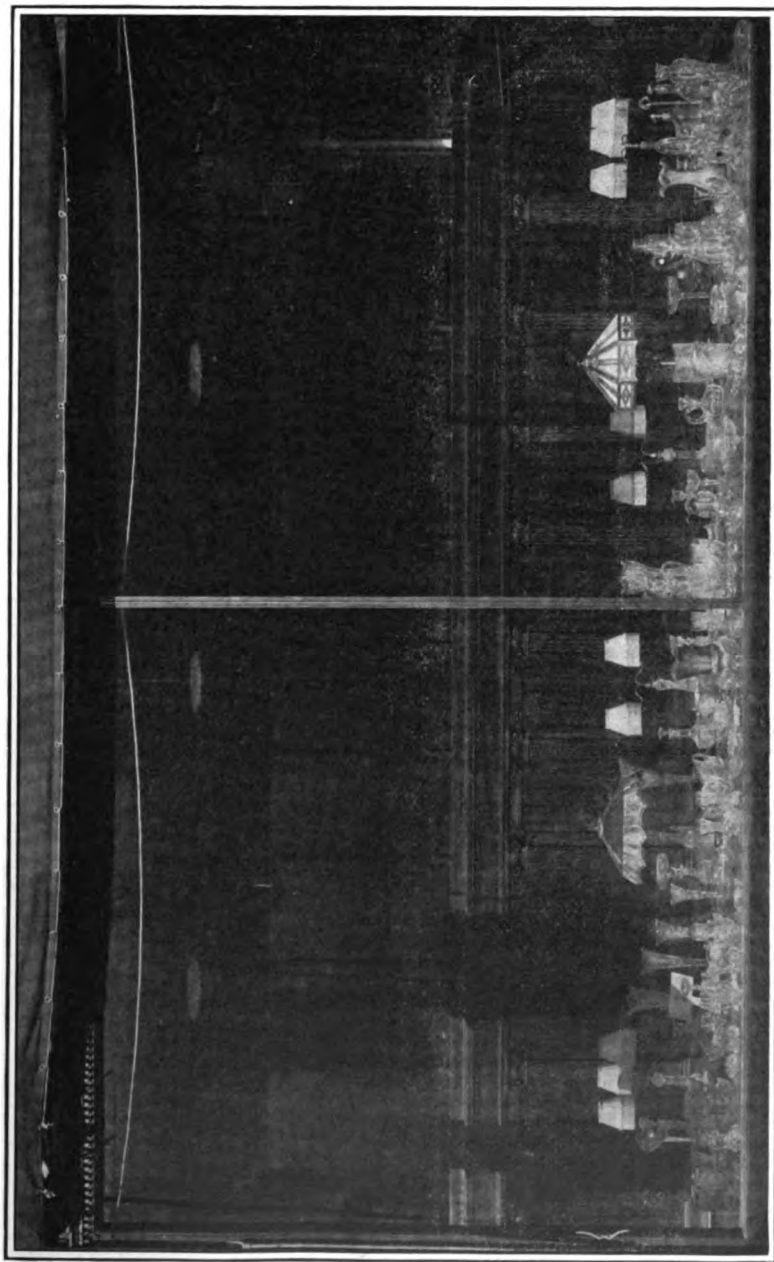


FIG. 74. CUT GLASS DISPLAYED WITH SEVERE SURROUNDINGS AND IN SPLENDID TASTE.

We give the display here (Fig. 74) not so much as an illustration of how to display cut glass, as a suggestion for displaying articles of a dainty nature.

Here color and life is given to the display by means of dainty electric lights under artistic window shades. Such, by their colors, reflect tints, and give beauty to lines which require such to properly display.

The environments of goods as well as persons, determine largely, in the public mind, their scale of value and importance. Consequently, the more artistic and neat the surroundings of the displayed articles, the more effective and more interesting will be the results.

Holiday Goods

HOLIDAY goods are strictly seasonable and as such, represent some day or period which suggests certain emotions, memories or associations. Consequently it is more vital in this line than in any other that the spirit of the event be reflected in the display. For example: There are several ways to express the spirit of Christmas, chief of which are the sacred and festive. If the display be artistic or scenic only, no more appropriate or attractive plan could be devised than a window scene showing, with subdued light, the shepherds with their flocks, and the star, the exhibit to be called "The Star of Bethlehem." This is simple and easily arranged; requiring a few figures in the foreground and the balance canvas scenery. The star, which of course is the culmination or objective point of the display, consists of a star shaped hole cut in the canvas, behind which is placed a strong electric light with as powerful a reflector as can be procured. Such an exhibit, properly made, will be very impressive.

Another in which selection of goods, grouped so as to represent appropriate presents for those in childhood and youth, middle age, and old age, can be called "The Three Wise Men." The arrangement is to provide three small tables, and on one place in an attractive manner articles suitable for childhood and youth. Another for middle age and the third for old age. Beside each table is placed a figure of a man in mature age. These can be in a standing or sitting position, but should express distinctly a self-satisfied attitude. The whole window is then properly draped and decorated.

Here two things have been accomplished. By the originality of the thought you have attracted attention, and by the careful selection of the articles, grouped to represent the three stages of life, you have suggested what to purchase. This suggestion will be very valuable and much appreciated, as it is sometimes difficult to decide what to give to those of different ages.

Such a window if properly carried out will not only be the talk of the town but will be studied and will be the means of selling more of your line of goods than could be done in any other way. It is also a display you can advertise most successfully.

To reflect the spirit of the day, represent new and appropriate ideas, and suggest by grouped selection of goods which are desirable and seasonable, should be the guiding star of every holiday exhibit.

The displays here given are only a few suggestions along these lines.

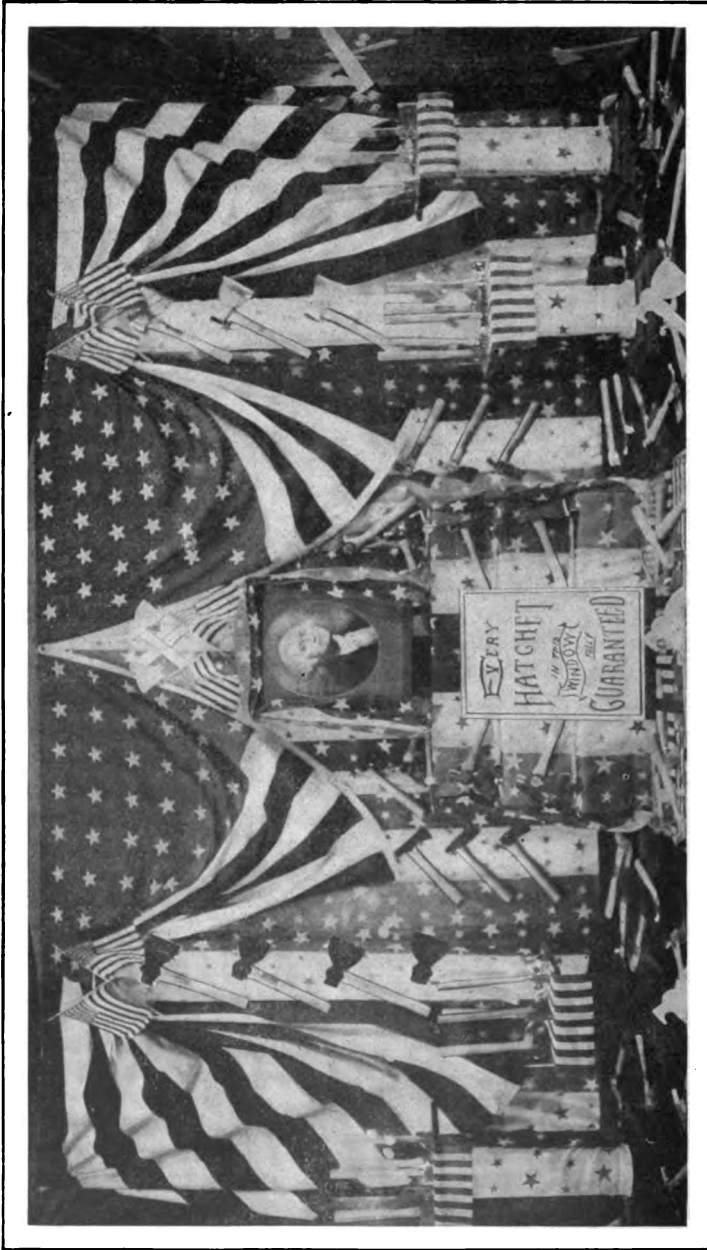


FIG. 75. PATRIOTIC WINDOW WITH A TOUCH OF TRUE SENTIMENT. USED BY HOUCK HARDWARE COMPANY, WICHITA, KANS.

To give appropriate recognition to the day in a memorial window and at the same time sell goods is not as easy as might be expected.

It is but a compromise at best, and calls for best efforts from the window dresser.

In the window shown (Fig. 75) this compromise has been well made. The hatchets symbolize a somewhat mythical incident designed to illustrate a phase of George Washington's character, and at the same time afford a revenue from which the window will return a direct dividend.

The drapery is well arranged and the window as a whole is tasty and attractive.

In commemorating the life of Lincoln, the great act of his endeavors—the successful piloting of our nation through her great struggle—is only one prominent feature.

The march from the backwoods rail splitter to the head of a great nation is rich in incidents illustrative of the human side of life and victories of peace, which are conceded to be greater than those of war. Therefore the window should aim as far as time and space can permit, to illustrate such.

In the window shown (Fig. 76) the military side is all that is shown. It is safe to say that if the great emancipator could have chosen the thought which would have best illustrated his life, he would have chosen otherwise.

The figure in this window (Fig. 77) is well posed and the scenic properties are deserving of more careful arrangement at the top of the display.

If the back curtain had been carried up to show a sky line and could have disappeared behind the stage ceiling, the delusion would have been much more perfect.

However, a display arranged as above bespeaks great credit for the store making it.

It would be difficult to design and execute a much more neat and tasty memorial display than is here shown (Fig. 78).

This is supposed to commemorate Memorial Day—a day in which we show respect—first to those who have at sometime defended our nation at the risk or sacrifice of their lives, and second, in memory of those who have been near to us. And while the window is admirable in many ways, it would have added to its appropriateness to have reflected more of the memorial and less of the military.

FREAK

"Fireworks for Silent, Safe and Sane Fourth" is the name of the unique window display here shown (Fig. 79). The display is made with articles in stock. Each piece is named.

There is the "Painter's Sky Rocket," which consists of three curtain poles, to the top of which are attached three cans of aluminum paint, three of screen

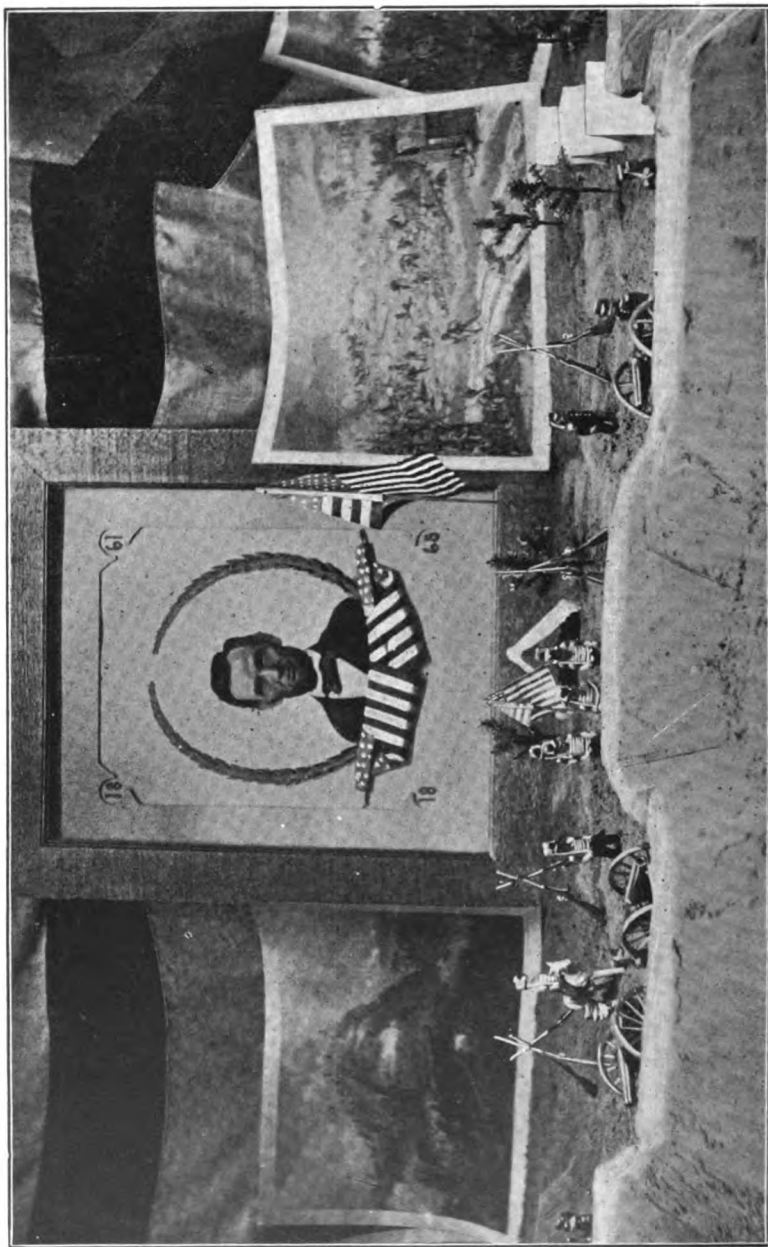


FIG. 76. A LINCOLN'S BIRTHDAY WINDOW COMMEMORATING EVENTS OF THE CIVIL WAR. USED BY KNAPP-CRAMER HARDWARE COMPANY, NORTH TONAWANDA, N. Y.



FIG. 77. MEMORIAL DAY WINDOW DISPLAY—"A LETTER FROM HOME." USED BY B. WHITE, PITTSBURGH, PA.

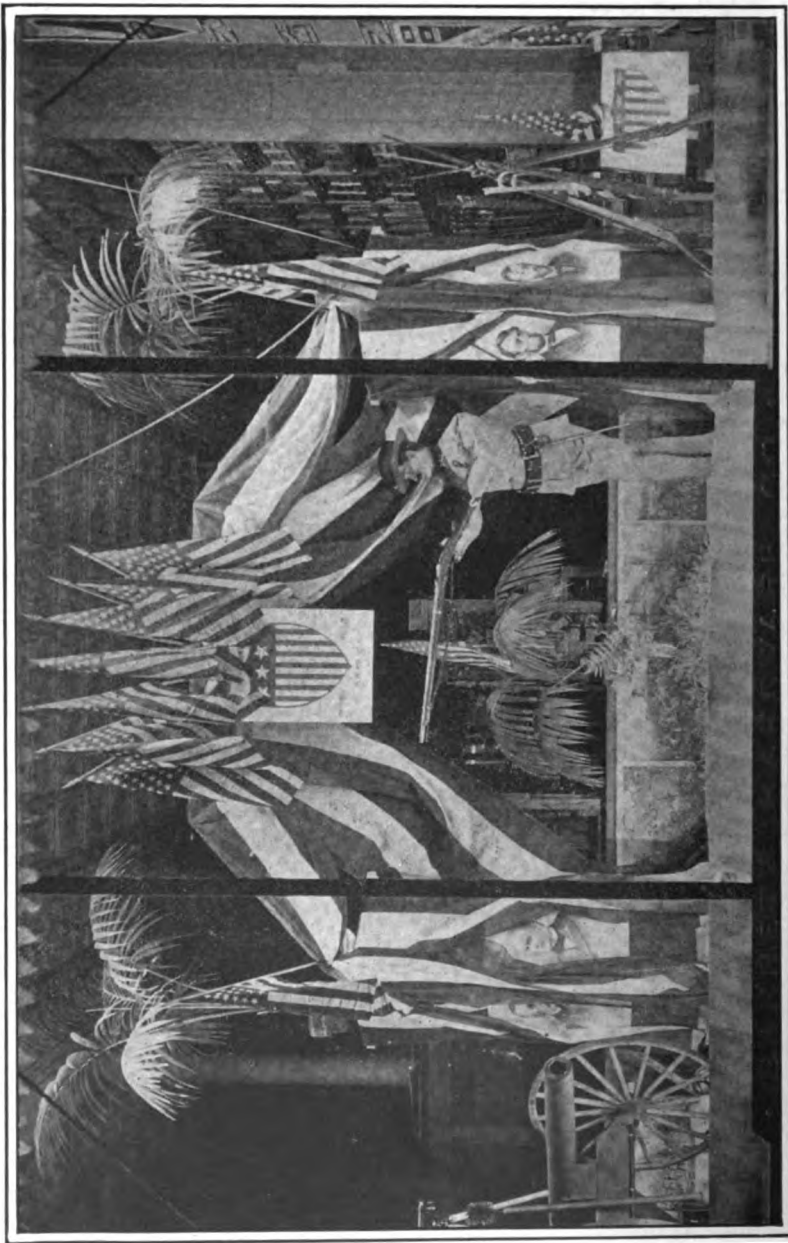


FIG. 78. A MEMORIAL DAY DISPLAY OF A DISTINCTLY PATRIOTIC AND APPRECIATIVE NATURE. USED BY BARRETT HARDWARE COMPANY, JOLIET, ILL.

paint and three of stove enamel. An assortment of straight mantles fastened to a frame make up the "Mantle Pin Wheel." A dowel stick holds a wax taper, and is called "The Real Sky Rocket."

"The Dust-Cleaning Flower Pot" consists of a flower pot into which are stuck one large and two small feather dusters. Anybody will agree that the frame work of bottles of glue, paste, oil, cement and band cleaners is the "Little Odd Job Pin Wheel." Dry batteries mounted on sticks are recognized as "Electricians' Bombs." "Mantle Flower Pots" consist of an inverted light globe, with inverted mantles shooting out.

Another is "Gardner's Flower Pot," which is just a flower pot with packages of flower seeds shooting out. Shooting from the "Housewife's Flower Pot," are sieves, strainers, egg beaters, an oil can, etc. Packages of steel wool, with the material partly pulled out, make up the "Carpenters' Bombs." Suggestive, indeed, is the "Painter's Pin Wheel," made of brushes on a frame. A coil of gas hose, supported on a frame, goes for the "Gas Hose Pin Wheel."

What would make a better "Chantecler Pin Wheel" than a variety of chicken food attached to a disk? The "Fisherman's Pin Wheel" is started with a bucket. In it stands the first section of a fishing pole, with reel attached and decorated with fishing line, hooks, sinkers, and on top hangs an empty whisky flask for bait.

SCENIC

Here (Fig. 8o) the scenic has been made to serve two purposes. To attract to the store and to feature the goods. Such an arrangement is most desirable. For while it shows enterprise and ability, it is paying for its space in sales of goods attractively presented.

Here also is a good example of the proper arrangement of scenic effects. It will be seen that the perspective and delusion is perfect—a thing which is so important in the window where scenic effects are attempted.

REALISTIC

Christmas without Santa Claus is like Fourth of July without speeches and fireworks.

Old Santa is the embodiment of the Christmas Spirit, and therefore, is a reality. We may not see the cooling breeze of summer, yet as it tempers the sweltering summer heat, it becomes a real benediction. So, throughout the Christmas season, this good old saint showers his benedictions on both the young and old. Therefore, the window, to properly reflect all that is necessary and possible, should be made real by the spirit of the season personified.

The window here shown (Fig. 81) will not only appeal to the little folks but their elders as well.

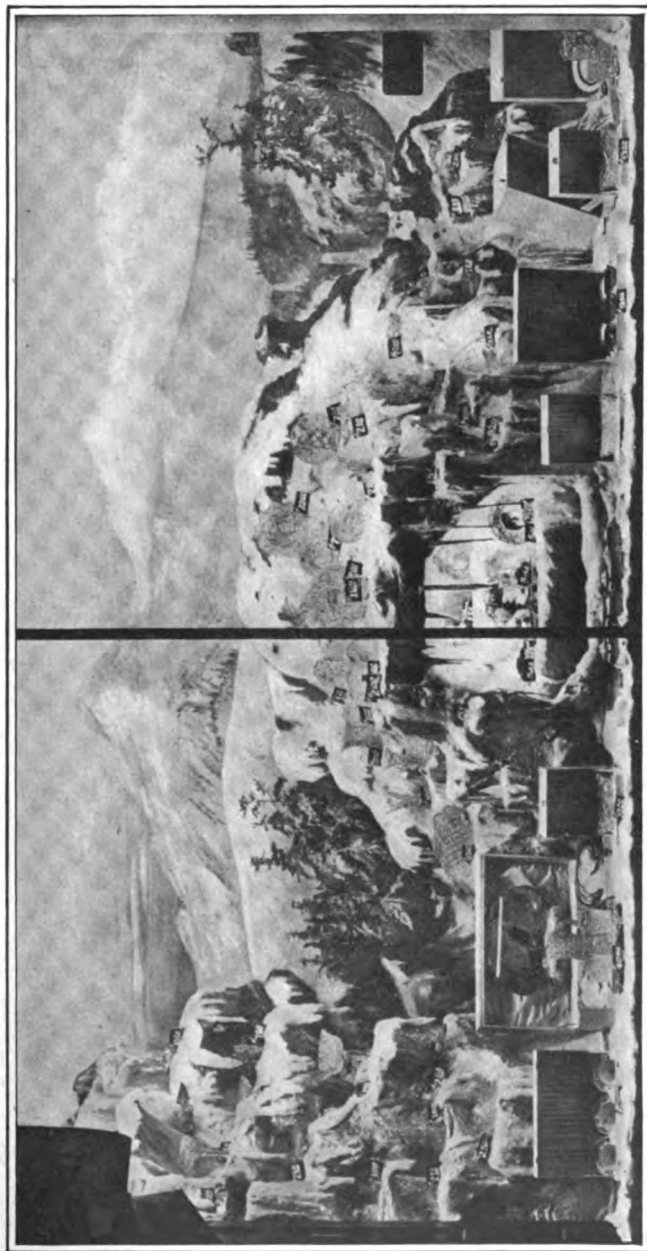


FIG. 80. SNOW-CAPPED MOUNTAIN SCENE MADE NOVEL SETTING IN HOUSTON FOR CHRISTMAS WINDOW. USED BY ADOUE-BLAINE HARDWARE COMPANY, HOUSTON, TEXAS.



FIG. 81. CHARACTERISTIC CHRISTMAS GOODS SKILLFULLY DISPLAYED IN WINDOW OF KELLEY HARDWARE COMPANY OF DULUTH, MINN.

The arrangement of this display (Fig. 82) is one of the best possible for properly displaying goods.

Here the terraces bring each line into featured prominence, and the walls, with their cloistered effect, make the whole display most interesting.

The dainty, trim and delicately tinted draperies produce most lively and cheery effects.

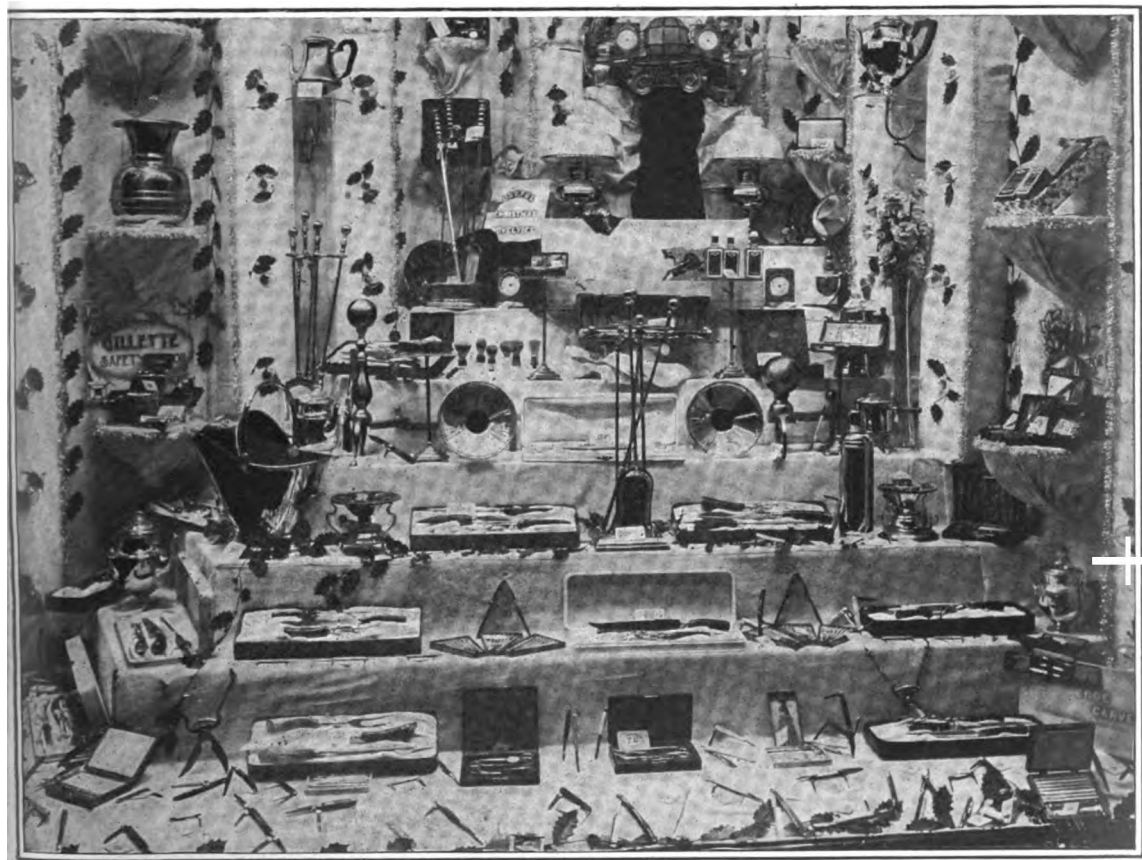


FIG. 82. USING STEPS AND BACKGROUND. MANY ARTICLES ARE WELL SHOWN WITHOUT CROWDING.
USED BY SPIRO HARDWARE COMPANY, BIRMINGHAM, ALA.

Such an arrangement affords excellent opportunity for the proper display of varied lines without in any way having a crowded or confused appearance.

PERSPECTIVE

The display here shown (Fig. 83) is an ideal perspective. Chafing dishes are given the spot-light while other lines of plated ware are placed in most advantageous positions.

The decorations are tasty and the background tends to reflect and magnify the beauties of the goods displayed.

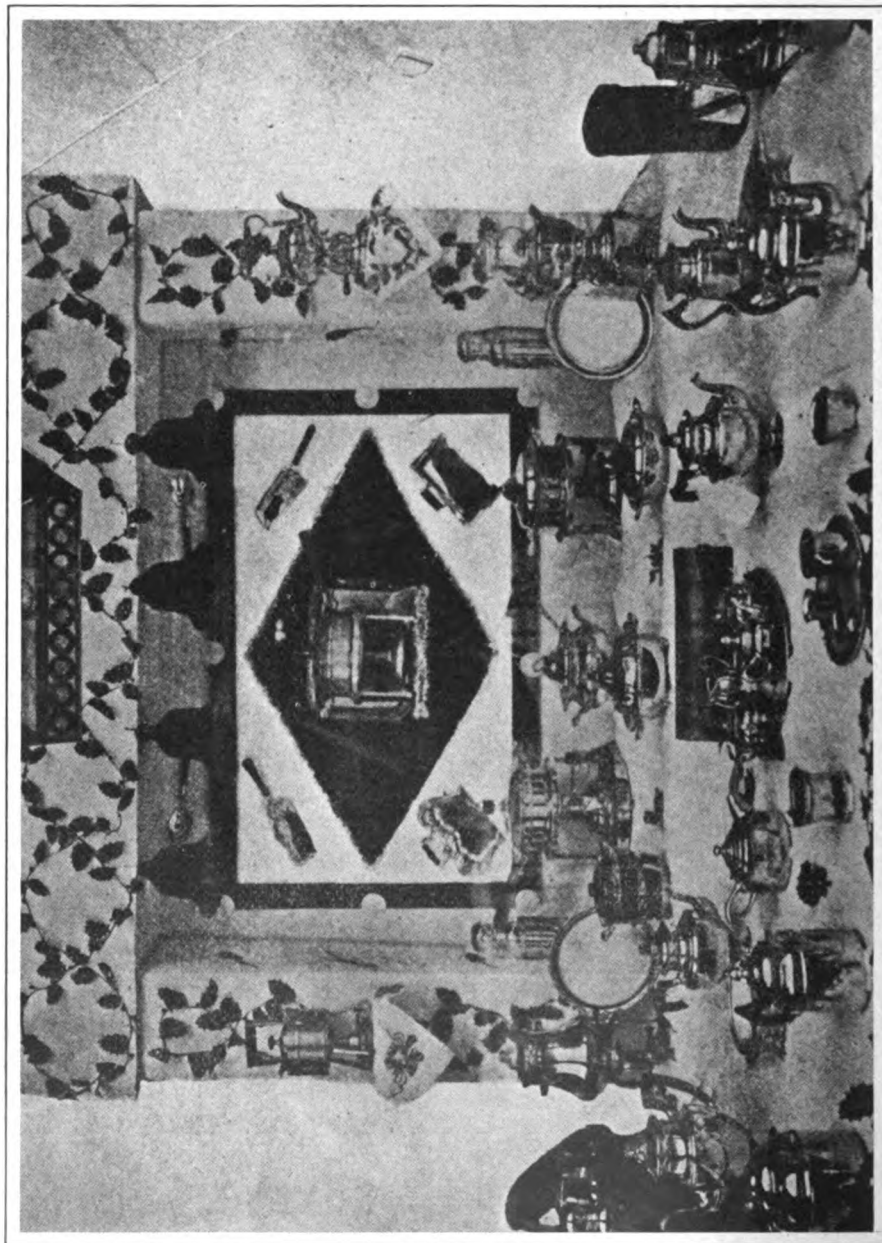


FIG. 83. TYPICAL CHRISTMAS GOODS ARRANGED WITH THE HOLIDAY ATMOSPHERE IN MICHIGAN STORE.

Such a window is not difficult of construction and the expense is nominal. It is difficult to conceive of a more artistic and profitable display at the holiday season.

FEATURED

By grouping units so as to bring certain goods into featured prominence, has been the thought in the display here shown (Fig. 84).

While the construction and arrangement of the units is not the best, yet it is sufficient to suggest the idea of featuring by grouped units.

This affords opportunity for the display of cards bearing appropriate greetings or short sermons on the value of goods shown.

CULMINATIVE

Where large space is available, the display here shown (Fig. 85) will be found exceedingly profitable.

It is one of the most successful ways of displaying sets of cutlery or plated ware. The general effect is dignified and magnificent.

The store making such a display will receive consideration of the highest nature.

The window is one which will be talked of and will create general interest.

MOVING

Here again we have an attractive window device of goods (Fig 86). The cars are run by storage battery and the wind mill by electric fan motor.

The outline sketch (Fig. 87) illustrates the mechanism necessary to operate the mill.

If this feature be placed in the center of a large window, well arranged with holiday goods, it will make a very valuable and profitable display.

SPECIAL

There are many special occasions which call for special displays. In the accompanying display (Fig. 88) a social or fraternal event is being properly recognized.

The different forms of drapery of Old Glory are most appropriate and artistic. The society's emblem is given prominence, and just sufficient goods are shown as to give the store proper representation.

Such a display will spread the name and fame of a store more widely than most any other medium.

MOVING

As in case of all moving displays, holiday windows with moving features become much more valuable.

This, however, depends largely on the nature of the moving feature and how much it transfers the attention secured to the goods displayed.

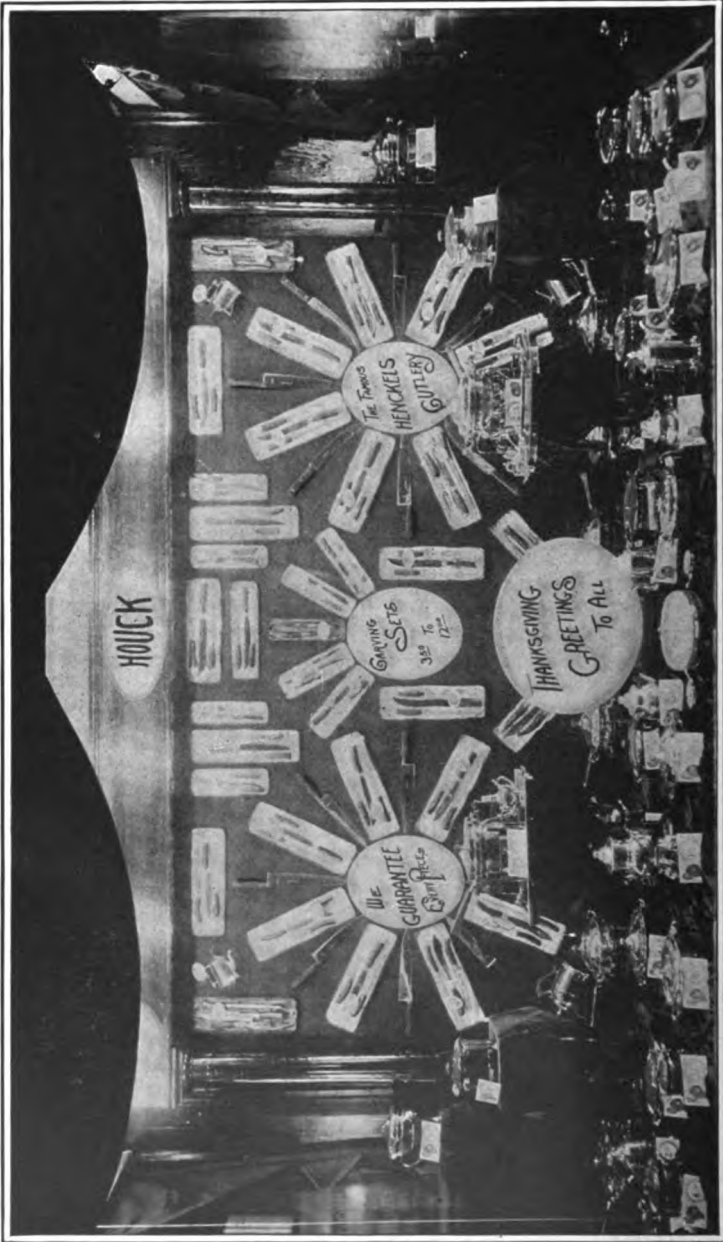


FIG. 84. CUTLERY AND NICKEL-PLATED WARE MADE APPROPRIATE THANKSGIVING DISPLAY. USED BY HOUCK HARDWARE COMPANY, WICHITA, KANS.

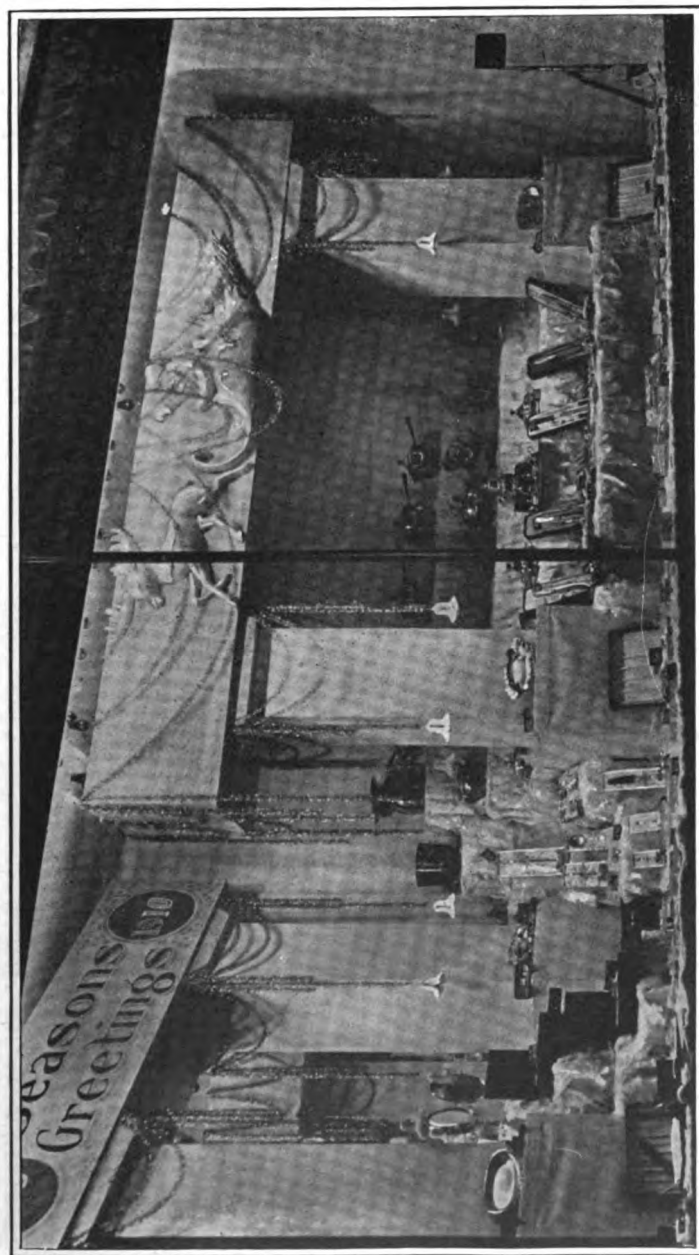


FIG. 85. CHRISTMAS SUGGESTIONS ATTRACTIVELY SHOWN.

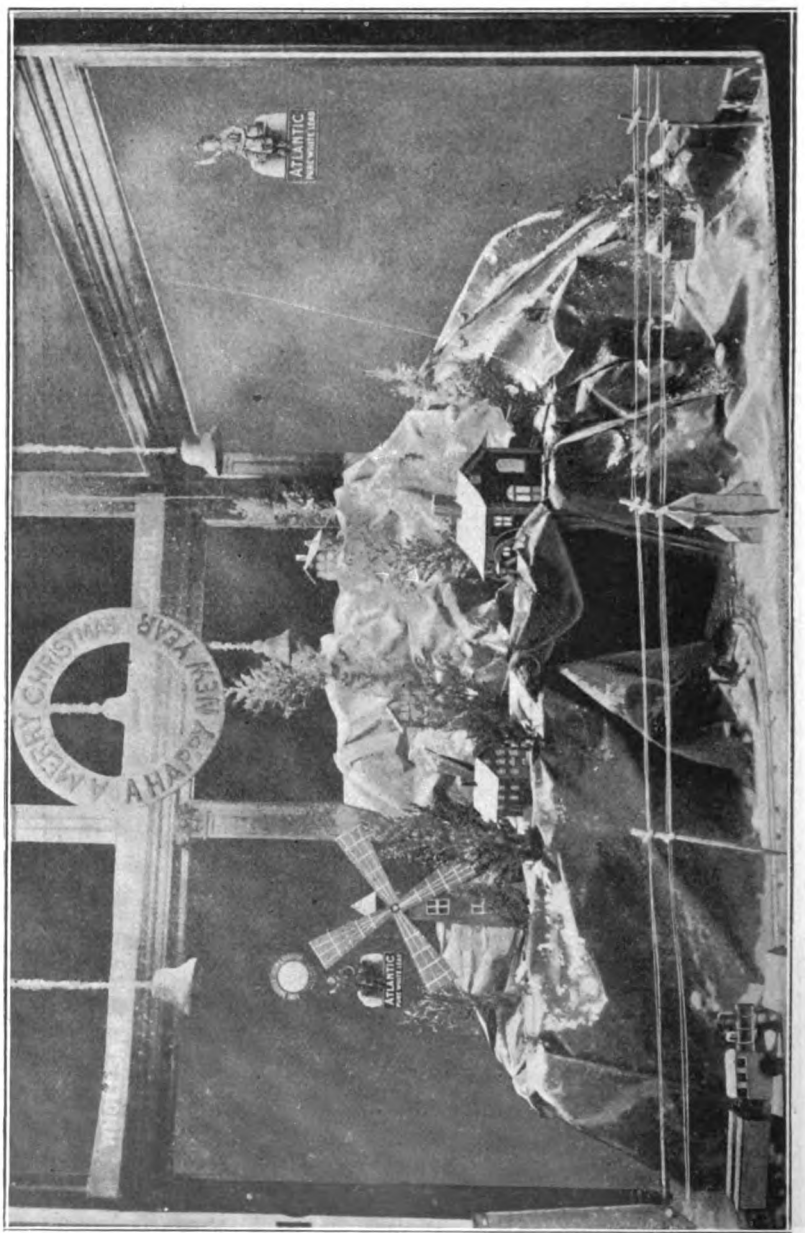


FIG. 86. MOUNTAIN SCENE AS REPRODUCED IN WINDOW OF A NEW JERSEY PAINT CONCERN.

The window here shown (Fig. 89) has no thought of selling goods other than by calling attention to the store as a whole. This moving feature made as the perspective of a general display would have considerable value as a means of selling goods displayed in the window.

GENERAL

A general display is often lacking in especial attractive features.

In such cases, if the window as a whole be only ordinary, the display will be able to secure only a small portion of what it would under more favorable arrangement.

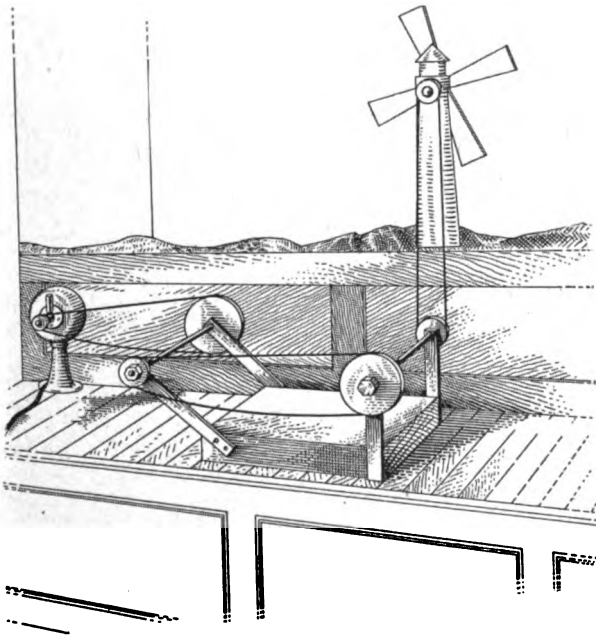


FIG. 87.

In case of toys it is always better to arrange a perspective which has such attractive qualities that it will reach out and arrest attention. At Christmas time toy windows become so common that it must be something out of the ordinary to secure especial attention. The window here shown (Fig. 90) is so attractively arranged as a whole that it will secure favorable consideration without especial features.

FREAK

The artist here has shown ingenuity and taste (Fig 91). It is evident that the thought has been to make the window strictly representative of the day by decorations and attractions through the medium of the object constructed.

Such a window will reflect enterprise and regard for the season, but will have but little selling powers.

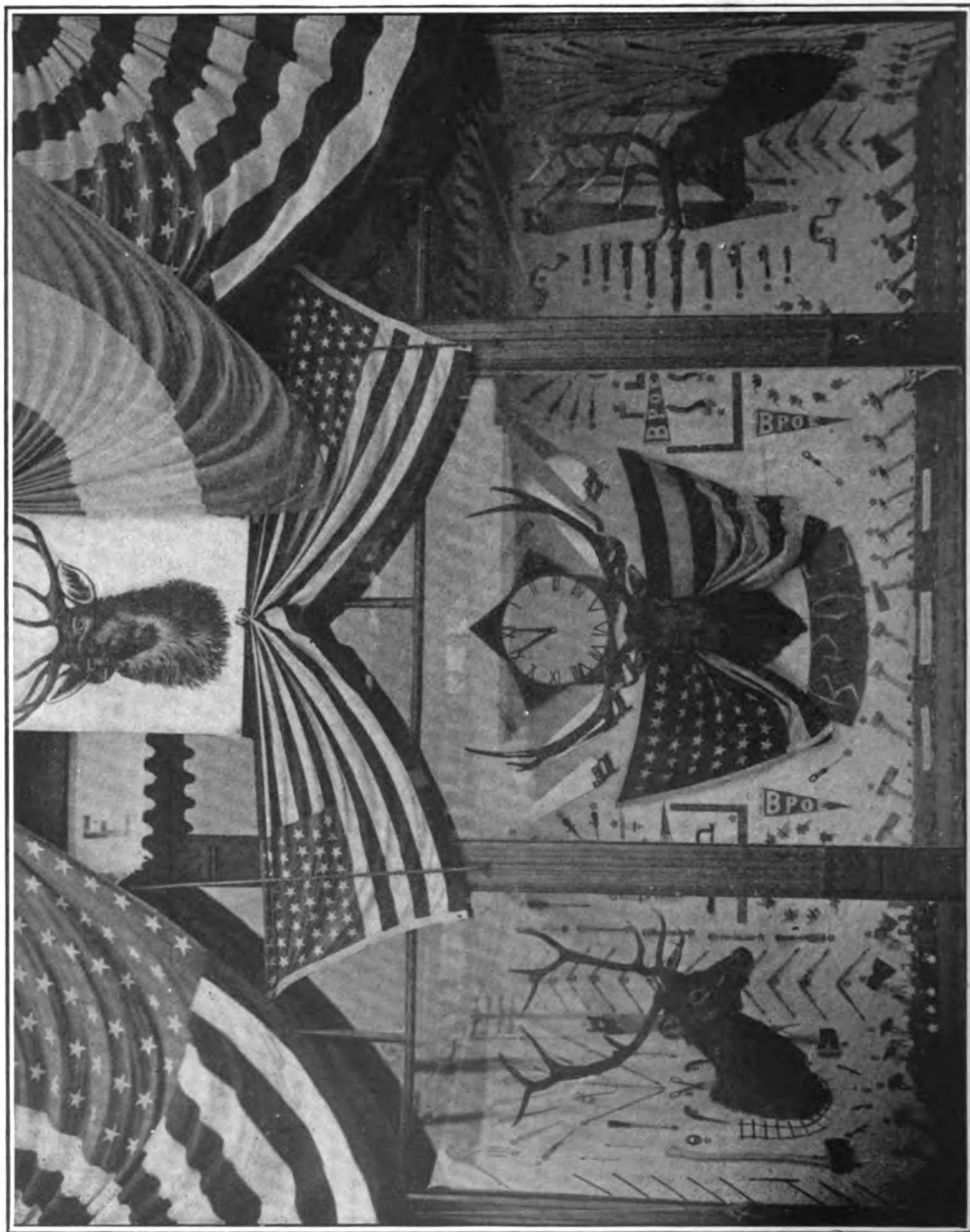


FIG. 88. APPROPRIATE WINDOW DISPLAY SHOWN DURING AN ELKS CONVENTION. USED BY WILSON HARDWARE COMPANY, HUNTSVILLE, ALA.

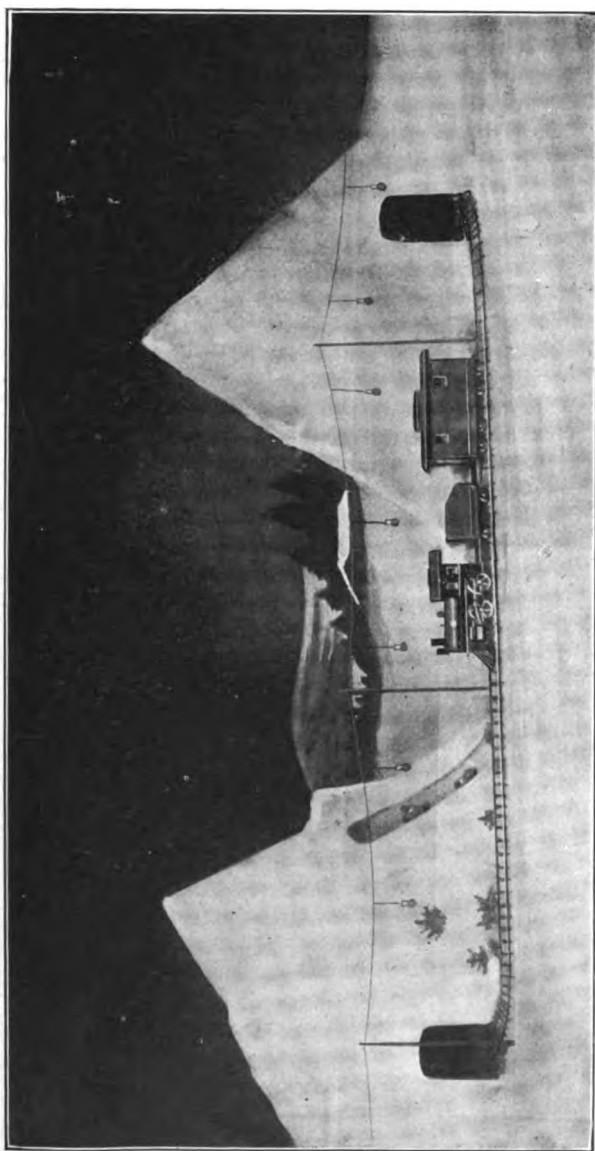


FIG. 89. CHRISTMAS WINDOW DISPLAY OF MEYER & RUH, BAYONNE, N. J.

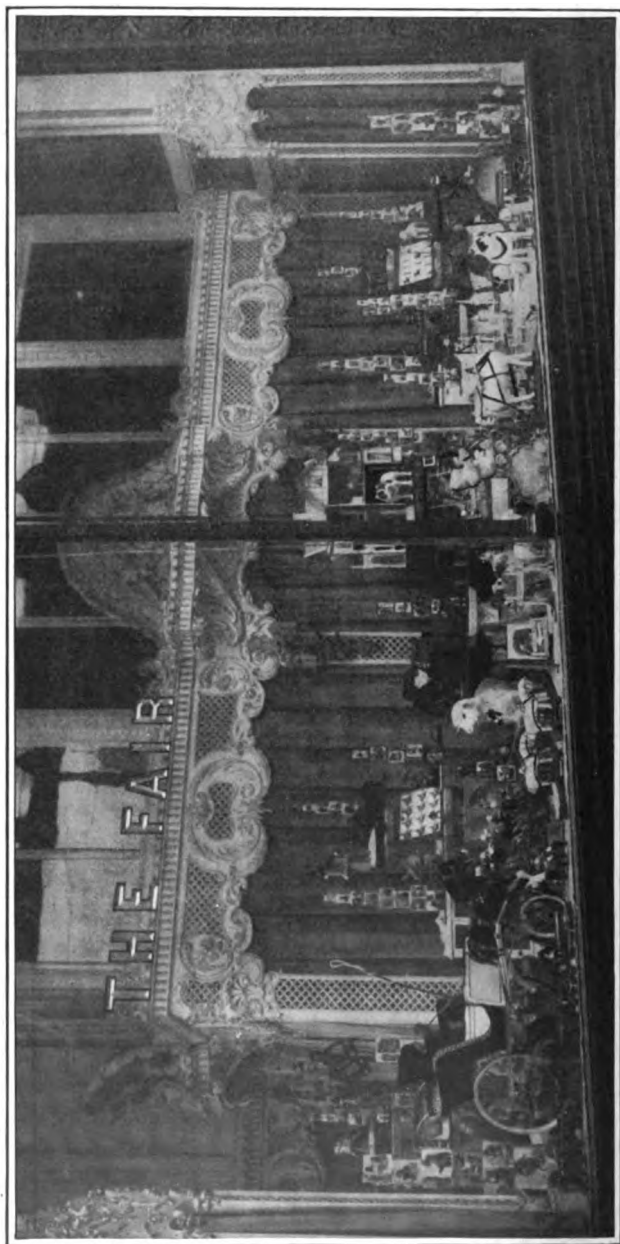


FIG. 99. TOYS ARE MEETING WITH FAVOR IN THE HARDWARE STORE AT CHRISTMAS TIME. USED BY "THE FAIR" STORE OF CHICAGO.

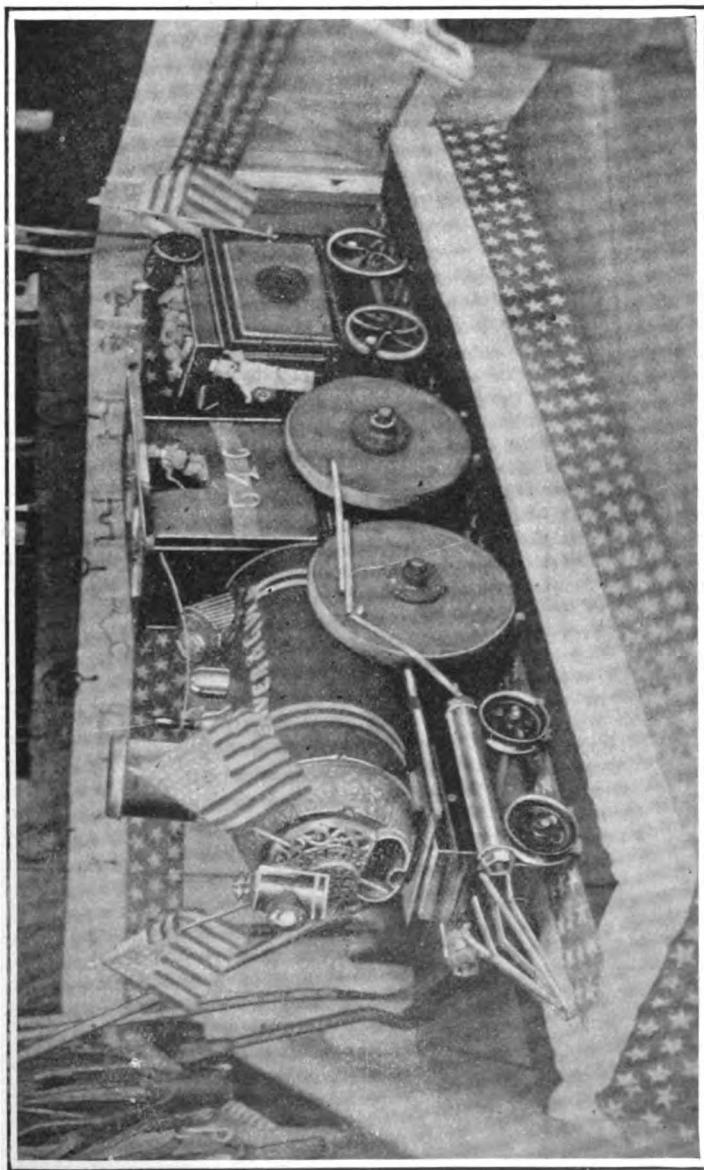


FIG. 91. A UNIQUE RAILROAD ENGINE MADE COMPLETELY OF HARDWARE ARTICLES. USED BY GWALTNEY & UNDERWOOD, RYAN, OKLA.

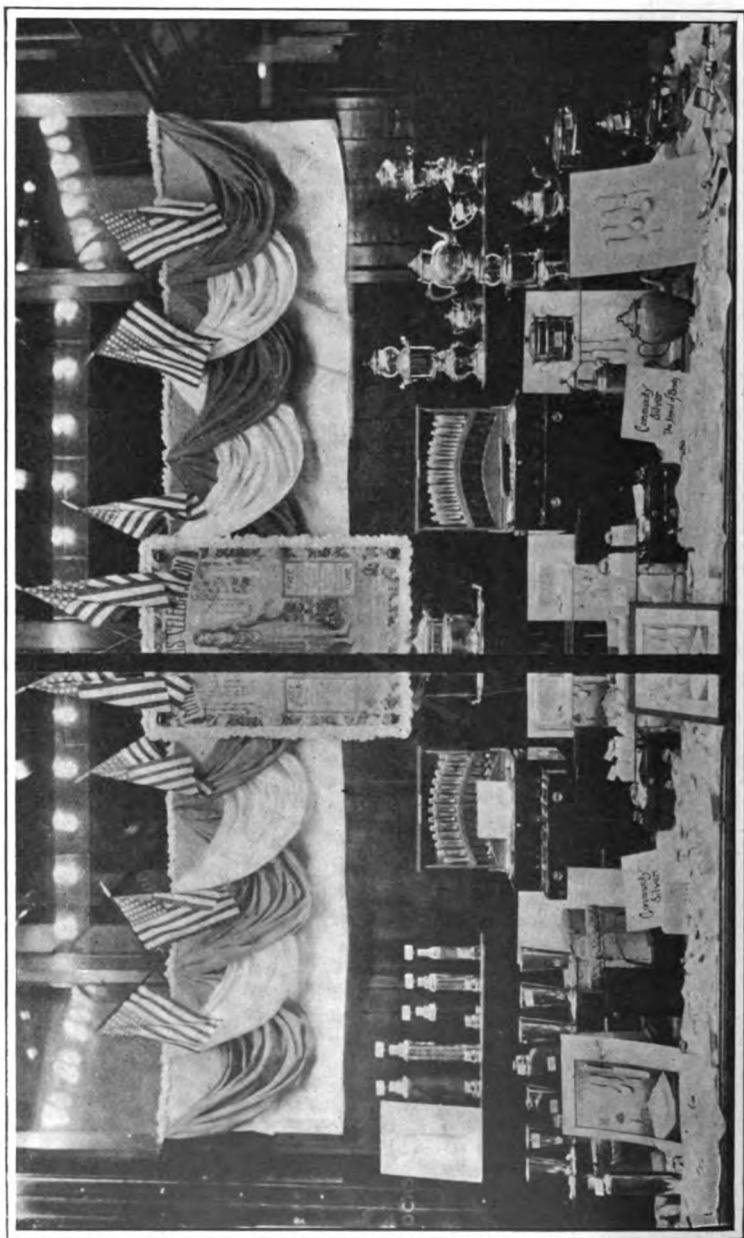


FIG. 92. DISPLAY OF THE WARNER HARDWARE COMPANY DURING MINNEAPOLIS CIVIC CELEBRATION WEEK.

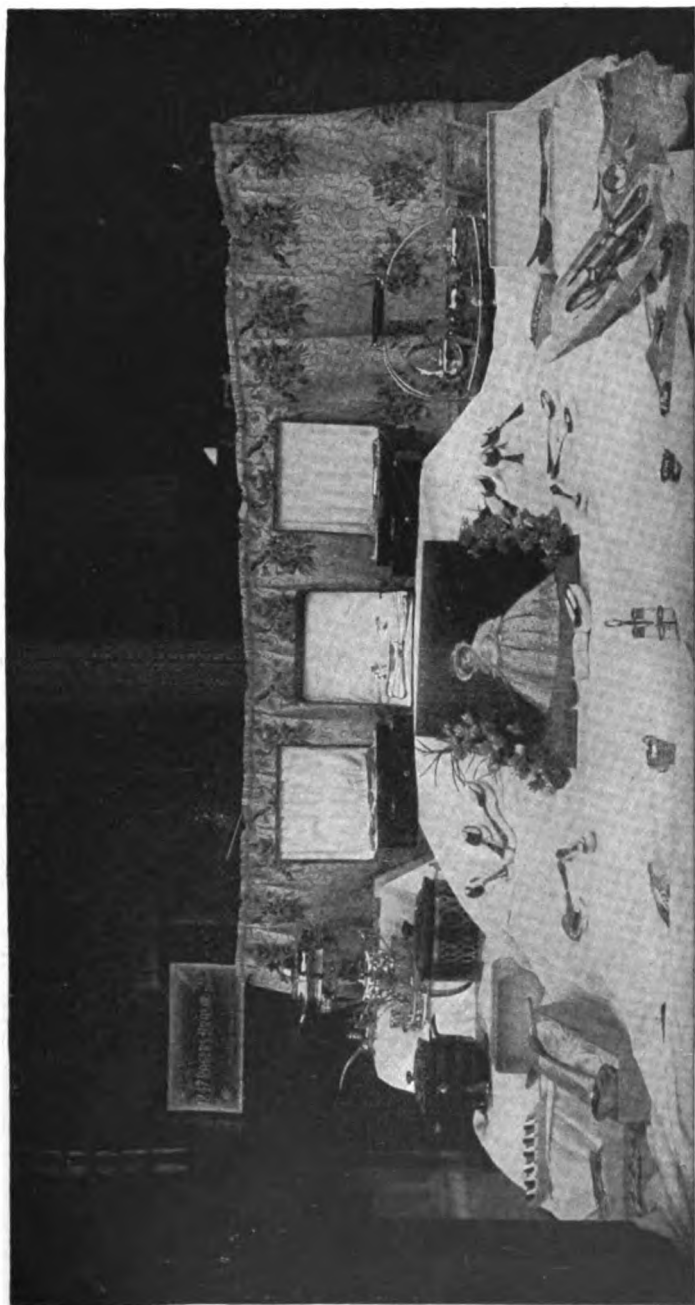


FIG. 93. SILVERWARE MAKES ATTRACTIVE WINDOW DISPLAYS FOR THANKSGIVING SEASON. USED BY CLIFFORD'S JEWELRY STORE, PLATTEVILLE, WIS.

Another form of giving an artistic touch to the window and yet keep it distinctly in touch with the season, is here shown (Fig. 92).

The bunting, neatly draped and interspersed with flags, gives a very attractive setting to the display.

The goods are well arranged and the tone of the window as a whole is such as to create interest and reflect credit.

This display (Fig. 93) is an admirable example of a tasty and artistic manner for displaying plated goods in holiday seasons.

The thought has been to show only sufficient goods to be suggestive and so surround them with tasty and appropriate decorations as to make the window attractive and create the desire to make, as part of the holiday purchases, a liberal quantity of the goods displayed.

Poultry Supplies

THE humble hen knows no country, recognizes no flag and yet is a most liberal and loyal supporter of all. Her products are always marketable, profitable and staple.

Whether the pen is more mighty than the sword, has interested its thousands. But whether the cow is more profitable than the hen, is interesting its tens of thousands. This being the case, the hardware dealer is overlooking a great opportunity if he does not make poultry supplies a feature of his business.

Poultry raising is like window dressing in that if it be carried on indifferently, only indifferent results will accrue.

The merchant who pushes this line, is a missionary of the highest order and importance to his community. And the more successful converts he can make, the greater will be his pecuniary rewards.

In this line, as in all others, his success will depend on intelligent advertising, which relates as much, if not more, to his window display, than any other form. And that method of display which will attract the greatest amount of attention and at the same time create the greatest interest, will be the one which should be employed.

There is no question that the choice of selection in making attractive will fall on either the moving, scenic or realistic, or perhaps a combination of all three.

Nothing has ever proven more attractive than a brood of little chickens just hatched out of an incubator. A window showing a chicken yard divided with low chicken wire and each section containing a live fowl, and one with hen and chickens for a foreground, the background being scenery and the sides exhibits of chicken food, medicine, etc., will be a good arrangement. The side exhibits can be placed on terraced shelving. These should be tastily arranged and decorated. There should also be short snappy talks, facts and figures relating to the industry, displayed on cards or strips of paper at convenient and prominent places.

Such a display could be advertised as strongly as printers' ink could make it and would easily make good. It would be one to feel proud of, one which would be educative and would induce more people to go into the business in the right way than anything which could be devised.

Another suggestion for a modest display would be a pyramid having terraced sides. On the first place a row of eggs, on the second artificial little

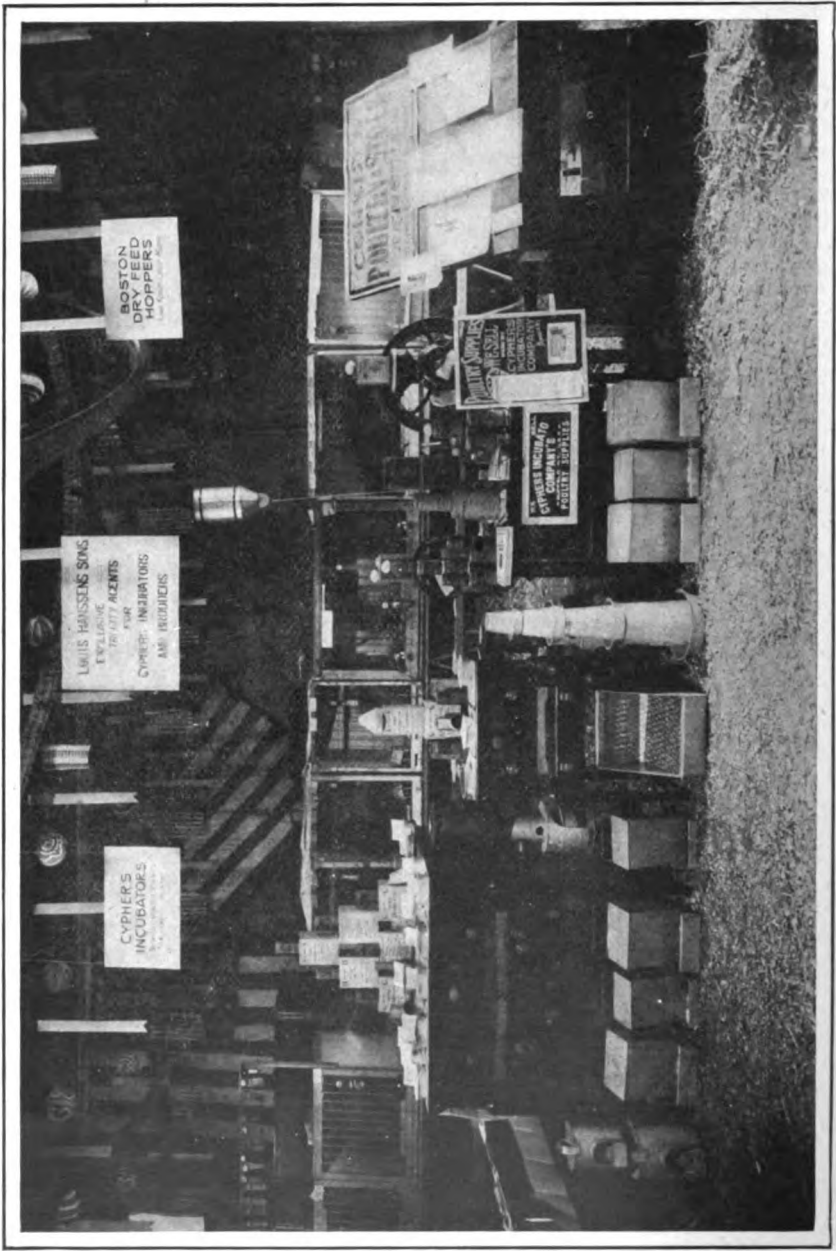


FIG. 94. EXHIBIT AT DAVENPORT POULTRY SHOW BY LOUIS HANSEN'S SONS, DAVENPORT, IOWA.

chickens, and alternate the remainder with poultry foods, medicine, etc., advertising matter and educative talks. On the top place a stuffed hen, or better a hen and rooster.

These are only suggestions of the multitude of ways for displaying this most interesting subject.

The thing to be kept in mind at all times is not to let the exhibit as a whole draw attention away from the goods advertised, or the attempt to interest in the subject.

Make the educative features so prominent that they will not escape notice, and the goods so uniquely arranged that they will come in for their share of attention.

GENERAL

Here quite a line of goods has been displayed and some effort has been made to arrange systematically (Fig. 94). There has been no attempt to provide an attractive feature, and in the arrangement, part of the goods are more or less obscured.

If such a quantity and varied line had been arranged in terraced and perspective form, it could have been made attractive and a hundred per cent. more valuable.

Here, just a little thought and taste was required to bring about ideal conditions.

REALISTIC

The window here shown (Fig. 95) is ideal from a standpoint of attractiveness and interest.

The lawn, trees, chicks and old log cabin are an aggregation which will stop the passerby, and the sermons in posters shown above will produce food for very serious thought on the poultry question.

Such displays are not expensive and are easy of execution and at the same time possess such attractive features as to make them talked about.

EDUCATIVE

Here (Fig. 96), as the attractive feature, a model chicken yard is shown in miniature.

On the back fence are displayed placards giving facts and figures which have a tendency to satisfy doubters and invite further investigation on the subject.

The wall is arranged with shelving on which the goods are shown. This arrangement keeps the display classified and eliminates the sense of confusion.

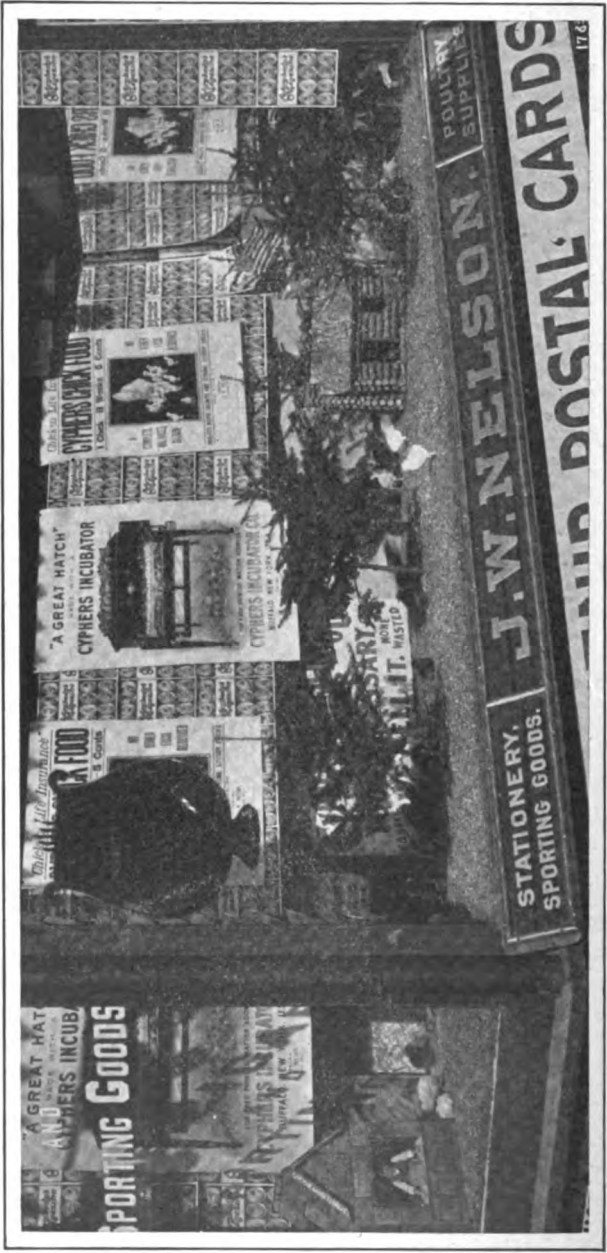


FIG. 95: POULTRY SUPPLIES IN WINDOW DISPLAY BY J. W. NELSON, DULUTH, MINN.

There seems to have been no thought of arrangement in the window here shown (Fig. 97).

The goods have been thrown into the window in such manner as to create the impression of careless indifference.

Such lack of care and interest can have but one tendency and that is to create the impression that the store as a whole is conducted on careless lines or that the goods displayed are unworthy of careful arrangement.

It matters but little what the class of goods or the time available, the window had better be left vacant than to convert it into a junk heap.

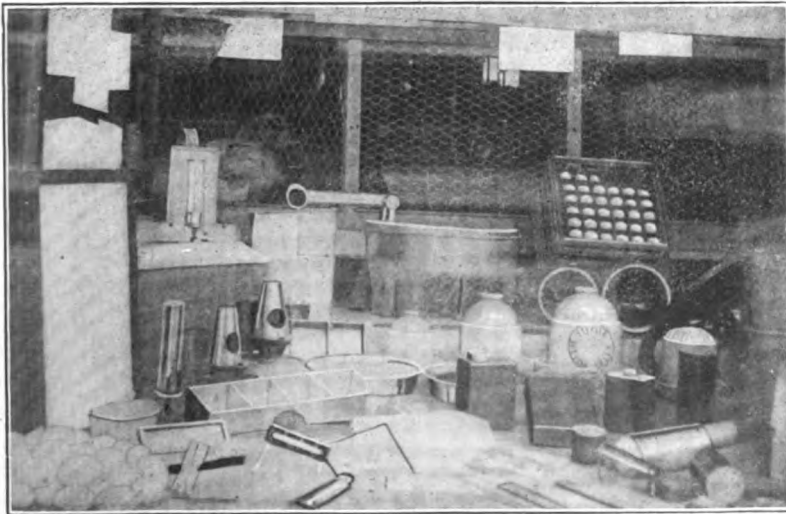


FIG. 97. SHOW WINDOW DEVOTED TO POULTRY SUPPLIES, INCLUDING FOODS, REMEDIES, LAMPS, DRINKING FOUNTAINS, FEED HOPPERS, ETC., WITH FOWLS AT THE BACK. USED BY GABRIEL & CO., BROOKLYN, N. Y.



FIG. 96. SHOW WINDOW DIVIDED INTO TWO RUNWAYS, WITH COOPS AT THE REAR FOR THE KEEPING, DISPLAY AND SALE OF CHICKS. USED BY J. GABRIEL & CO., 672 GRAND ST., BROOKLYN, N. Y.

Here a much better arrangement has been made (Fig. 98), and while not ideal, yet the goods are well placed and the general effect is not bad.

However, the space available in this case was ample for very attractive and valuable display.

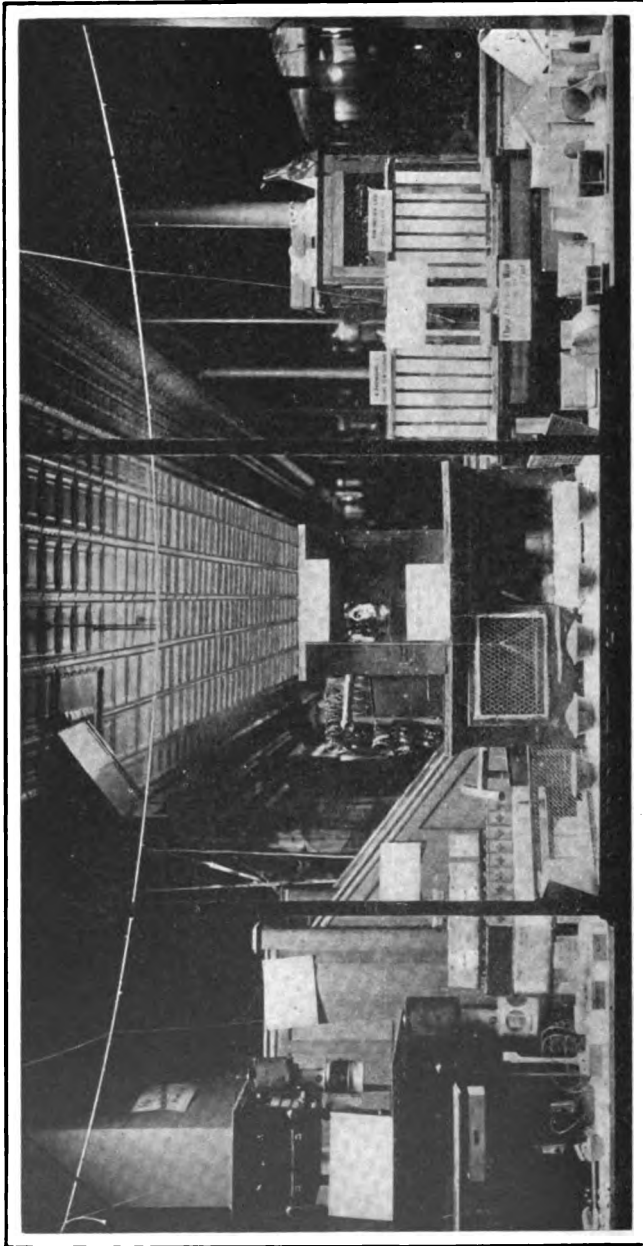


FIG. 98. CHICKS HATCHED OUT IN WINDOW BY BARRETT HARDWARE COMPANY, JOLIET, ILL.

Paints

P AINT is a commodity, which from its nature, must be marketed in sealed packages. The consequence being that the actual goods sold cannot be examined in advance of purchase.

It has its disadvantage in that nearly all other lines cannot only be examined but demonstrated at the time of purchase.

The piling up of a quantity of tin cans conveys only the supposition that they contain some kind of paint which is supposed to produce certain results. The whole matter must be taken on faith, and if skepticism arises, which is quite likely to be the case, the sale is either lost or must be made through unnecessary effort.

It is the aim in mail order trade to make the matter describing the article so clear and convincing that correspondence is not necessary. Why then should not the quality and elements of such as paints be so disclosed as to save the salesman's time in making the sale?

There is only one good way to do this, and that is by properly prepared samples of sufficient size to demonstrate not only the colors but the effects of one or more applications of coats, and their ability to withstand the tests they will most naturally be put to when in use.

How much more attractive will be the display if not only the can, but a liberal sample board showing its virtues be displayed together. For example: A paint which requires more than one coat, should have displayed, with the can, either placed on top, at the side or up behind, a liberal sample board showing the effects of one or more coats. Varnish, Jap-a-Lac, enamel, house paints, floor paint, and in fact most any kind, if properly displayed in this manner, will not only be attractive but educative and convincing.

It permits each article to stand up, as it were, and say "I not only claim to be so and so, but here is my proof."

The dealer who is imaginative enough to recognize personality in his goods will be most able to supply that needful to their successful demonstration and sale.

So much for the principle, now the details of the display.

The most elaborate, of course, will be the scenic. This may be elaborate or simple as desired. An example of the elaborate would be a window showing a country seat. The house, barn, fence, etc., to be constructed on a scale of two inches to the foot. This would be sufficiently large to show real results

of exterior paints. If it is desirable to show interior paints, such as floor paints, wall frescoes, enamels, etc., one side of the house can be left open. This will afford opportunity to show, in natural position each variety. The furniture can be represented by toy sets, properly enameled, etc. The whole display to be supported by appropriate scenery. Trees, flowers, grass, etc., can be real or some composition. Such display, intelligently carried out, will be most attractive and interesting and will advertise the store and sell paints.

Some paint manufacturers furnish a small set on the scenic order, but it of course is not to be compared with the real.

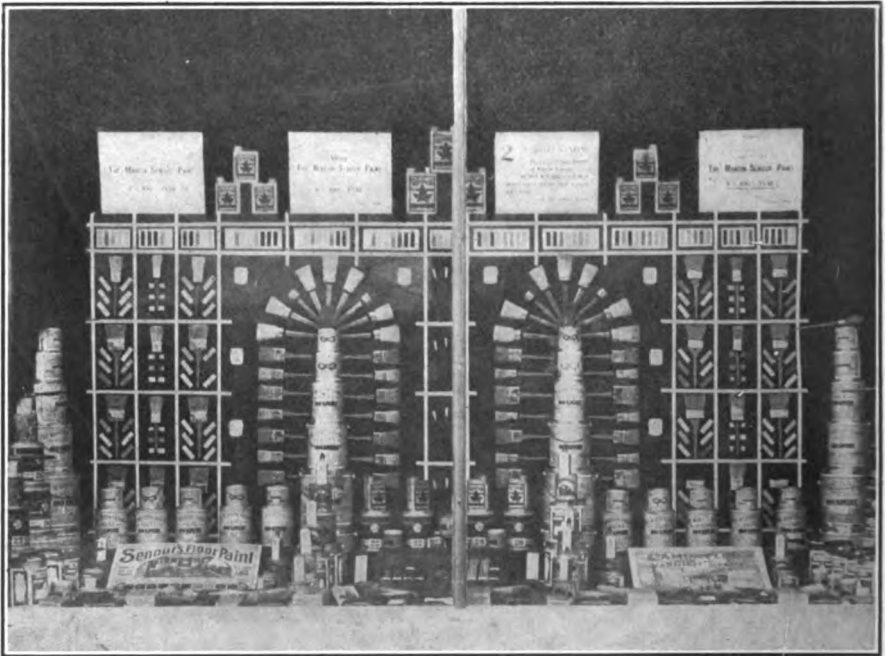


FIG. 99. ARTISTIC DISPLAY OF ENAMELS, VARNISHES, BRUSHES, ETC., BY A CANADIAN FIRM. USED BY MARSHALL HARDWARE CO., MEDICINE HAT, ALBERTA, CANADA.

The classified display, showing in terraced form, cans of different paint in their grades, and each accompanied by a well executed sample board, will be very satisfactory.

A large easel set in the window with a full line of sample boards on it, properly labeled and having the figure of a man in painter's uniform with brush and open can of paint, and in the attitude of painting, will produce a very interesting example of the realistic. The window should be trimmed so as to represent a paint shop.

The latitude of arrangement is unlimited and its possibilities are bounded only by the decorators imaginative and creative powers.

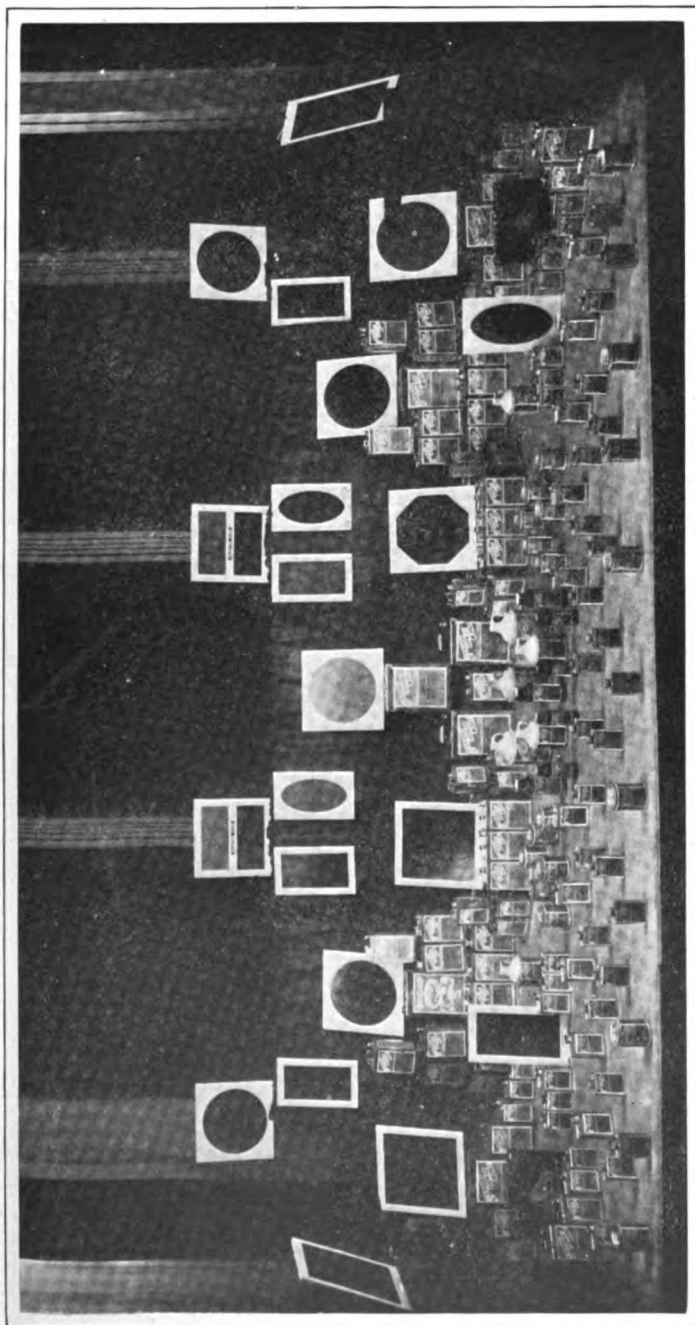


FIG. 100. A DISPLAY OF VARNISHES IN WHICH COLOR CARDS ARE USED TO ADVANTAGE.

The brush and paint display here shown (Fig. 99) is placed under the classified for the reason that such an arrangement affords splendid opportunity to show sizes carried in stock not only of brushes but paint cans.

The background here is black to reflect and bring out into relief the goods displayed.

The sections are indicated by pocket rules. The border at the top by paint sample boards or cards.

The top is reserved for advertising matter well arranged.

The floor is employed to display paint cans and miscellaneous articles belonging to the craft.

USE OF COLOR CARDS

A simple but attractive display of varnishes is shown (Fig. 100).

The arrangement of goods is such as to show the complete line.

The goods were so spaced as to direct individual attention to the various sizes in which the goods were stocked.

A feature of interest is the general use of various color cards showing the different finishes.

SCENIC

The artist, here (Fig. 101), has realized the difficulty of making tin cans interesting or sufficiently attractive to receive more than a passing glance. So he has expended considerable thought, energy and more or less money in getting up a window which, by its personal attractiveness, would give the paint cans an opportunity to make good.

He has constructed an air ship which to make it appear more realistic, he has reinforced with a scenic background. The stage setting is trimmed in artistically arranged draperies. The paint cans, not being permitted to speak for themselves through attractive sample boards, are content to repose in the reflected splendor of the window. "Jap-a-Lac Leads them All." on the large board, is their only sponser.

MOVING

The two following displays (Figs. 102, 103), are given to show what is possible in the way of an elaborate arrangement of intermingled goods and advertising matter.

To attract attention, the moving feature is added. In the first (Fig. 102) it is represented by the large disk on which are arranged a line of brushes. This is a valuable feature aside from its attractiveness, because it points to the goods.

While somewhat promiscuous, the general scheme is well thought out and cleverly executed.

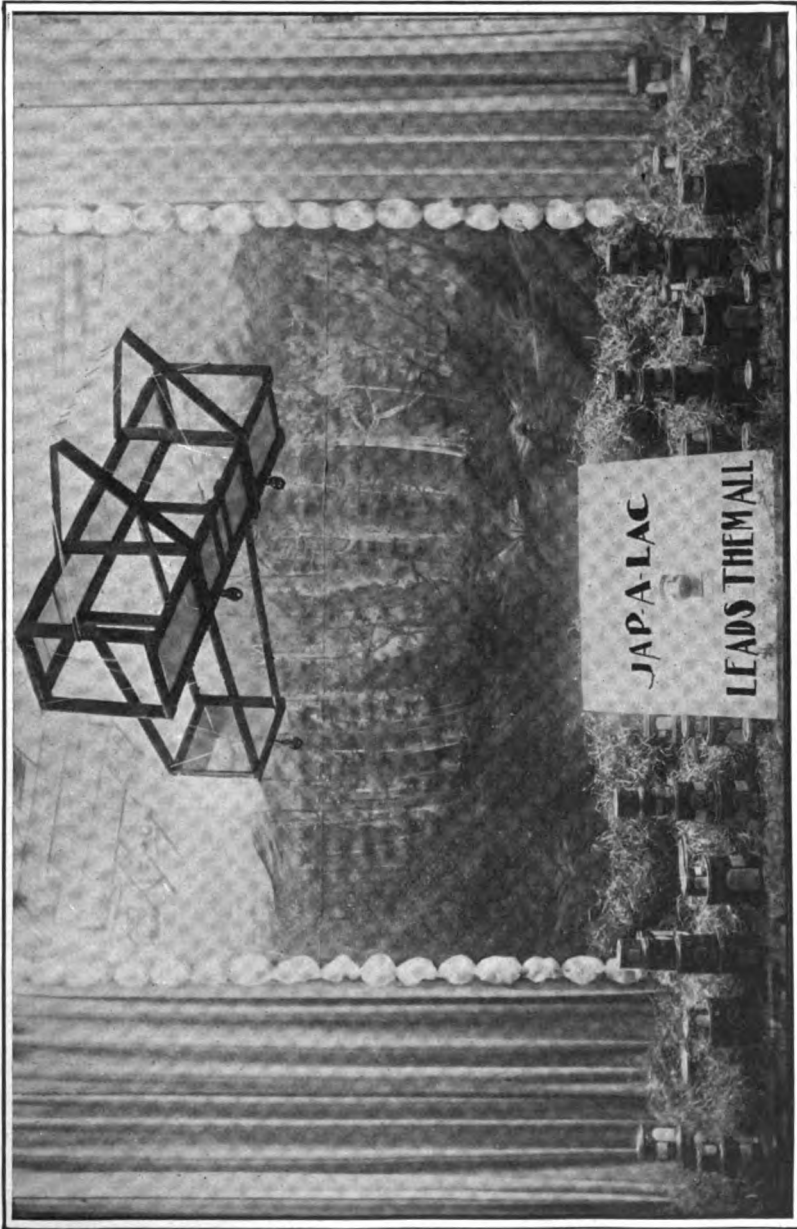


FIG. 101. SCENIC BACKGROUND, AIRSHIP AND BUNTING MAKE ATTRACTIVE SETTING FOR JAP-A-LAC DISPLAY. USED BY JOR-DAN HARDWARE COMPANY, WILLIMANTIC, CONN.

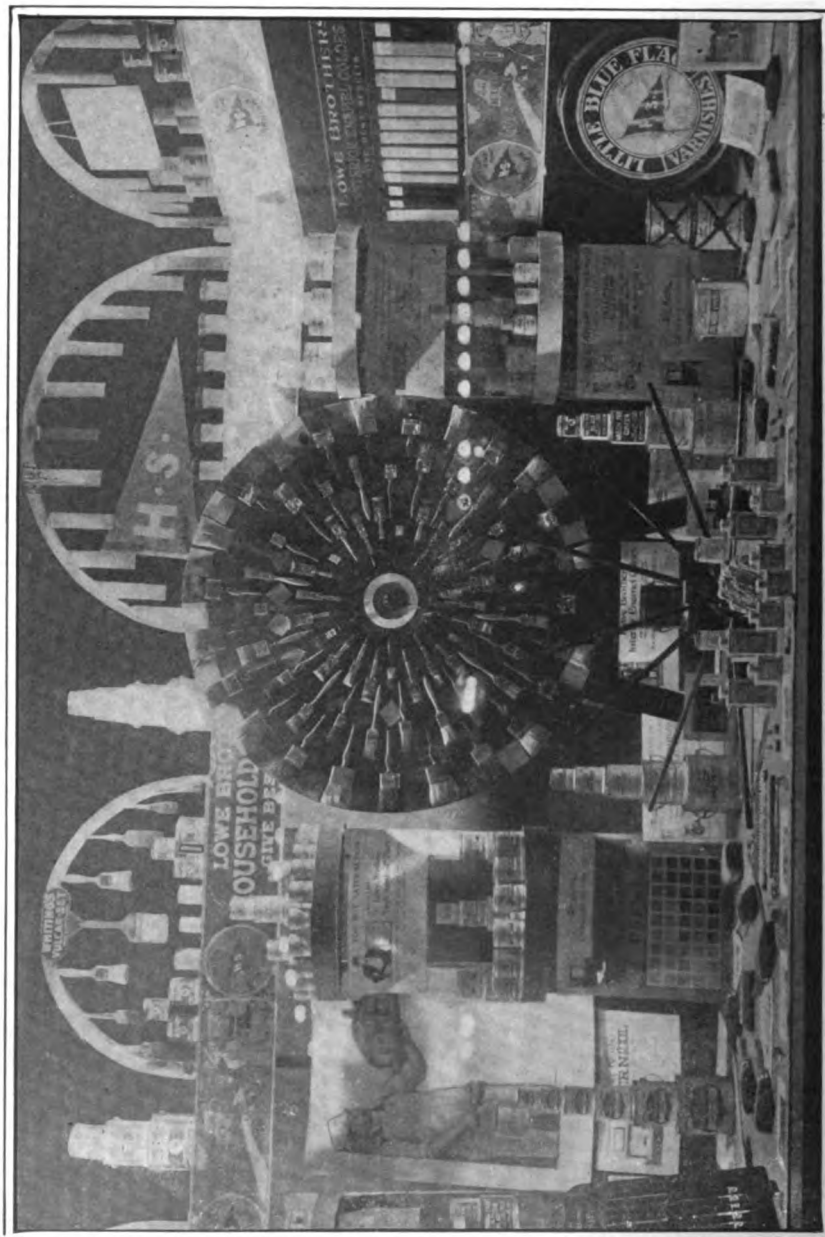


FIG. 102. REVOLVING DISPLAY BOARD OF BRUSHES ATTRACTED MUCH ATTENTION. USED BY EDWARDS & CHAMBERLIN HARDWARE COMPANY, KALAMAZOO, MICH.

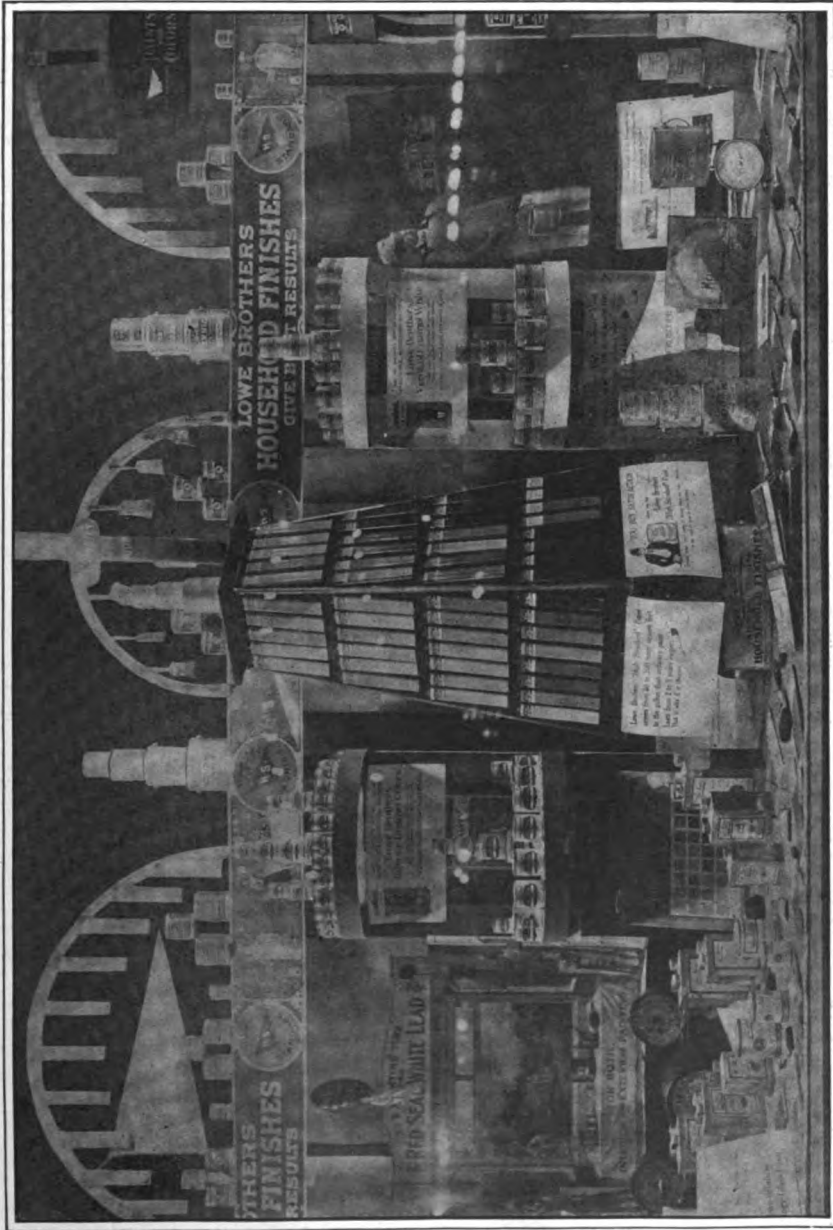


FIG. 103. COLOR BOARDS WERE CONSPICUOUSLY SHOWN ON REVOLVING BOARDS. USED BY EDWARDS & CHAMBERLIN HARDWARE COMPANY, KALAMAZOO, MICH.

The second (Fig. 103) has its moving feature, the sample board rack. This lends attractiveness and color, but so far as associating them with the goods, tells nothing. Such sample boards are so common and so small that they first fail to create interest and second to give proper conception of the results of any special goods. The advertising matter which is very liberal and attractive attempts to convince by line of argument not backed up by demonstration.

Such windows are a success so far as being attractive and leaving a respectful sentiment toward the store. But they leave to the salesman's skill the making of a satisfactory selection, and place on him the burden of making a realistic demonstration by means of words.

EDUCATIVE

To demonstrate by use of cuts and printed matter in such a manner as to be educative and instructive not only as to the goods but their application is the thought in the following illustration (Fig. 104).

Now if the different stages of application had been followed by sample boards so numbered and arranged as to have been easily followed in the reading a demonstration would have been added which would have been the final blow to clinching sales.

REALISTIC

Two objects have been aimed at in this display (Fig. 105), these being to add to the attractiveness by the realistic, consisting of the house, and the artistic represented by the foliage and tasty arrangement of the cans.

The house, too, affords opportunity to display, in very limited manner, samples of house paint.

It is a display which is easily made, and is above the average of displays in the line.

FEATURED

Alabastine is an article in the paint department which, while it has its seasons, yet is worth advertising most any time of the year. Its sanitary properties recommend it at any season.

The exhibit shown in this display (Fig. 106) is well arranged and reflects credit on the store making it.

PERSPECTIVE

The happy selection of the word Jap-a-Lac has been the means of bringing this popular line into the limelight and assisting very materially in keeping it there.

The word suggests that which is dainty and the goods are intended to serve to that end. Consequently the advertising matter is easily made attractive.

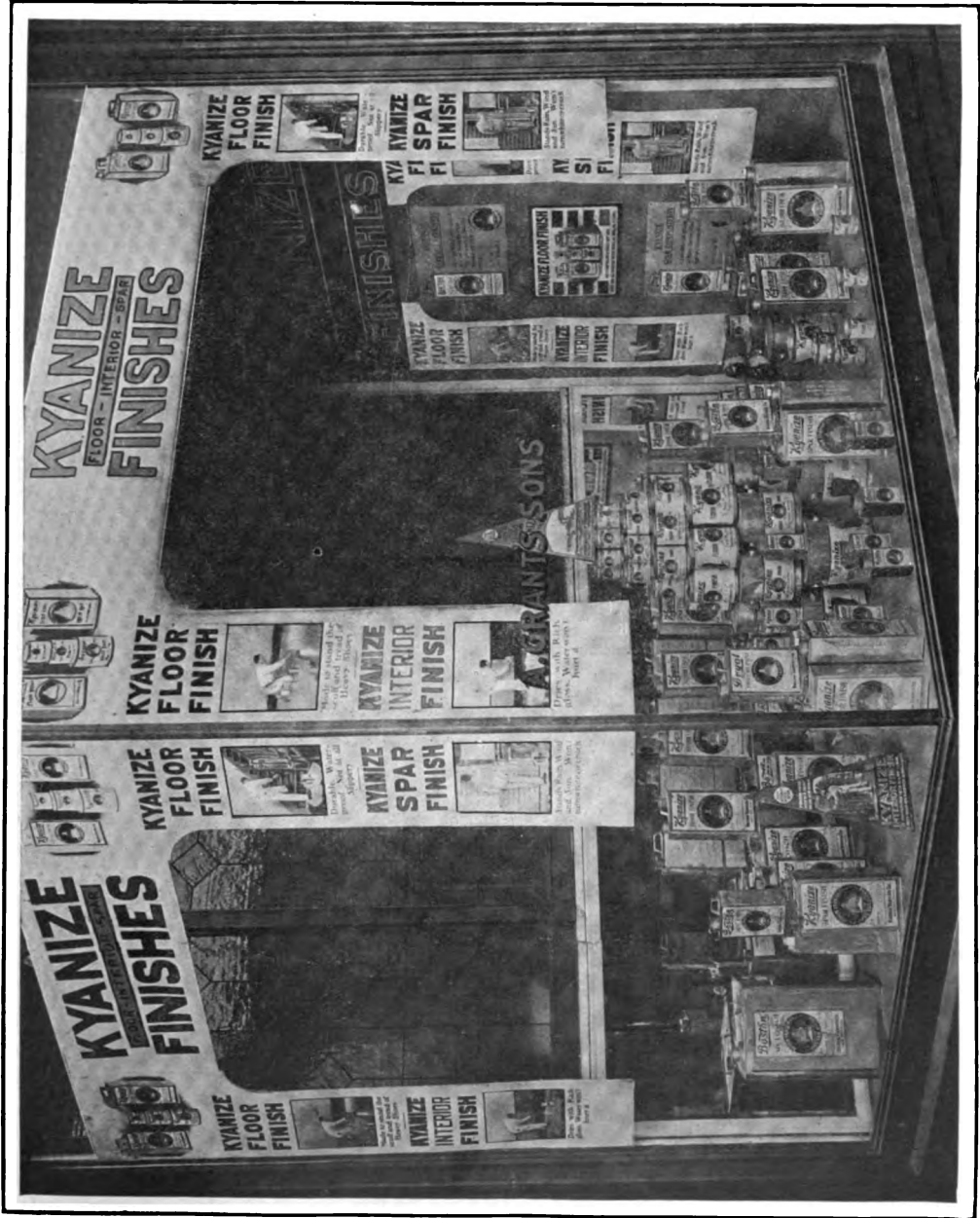


FIG. 104. "Kyanize" VARNISHES WELL DISPLAYED BY A. GRANT'S SONS, SYRACUSE, N. Y.

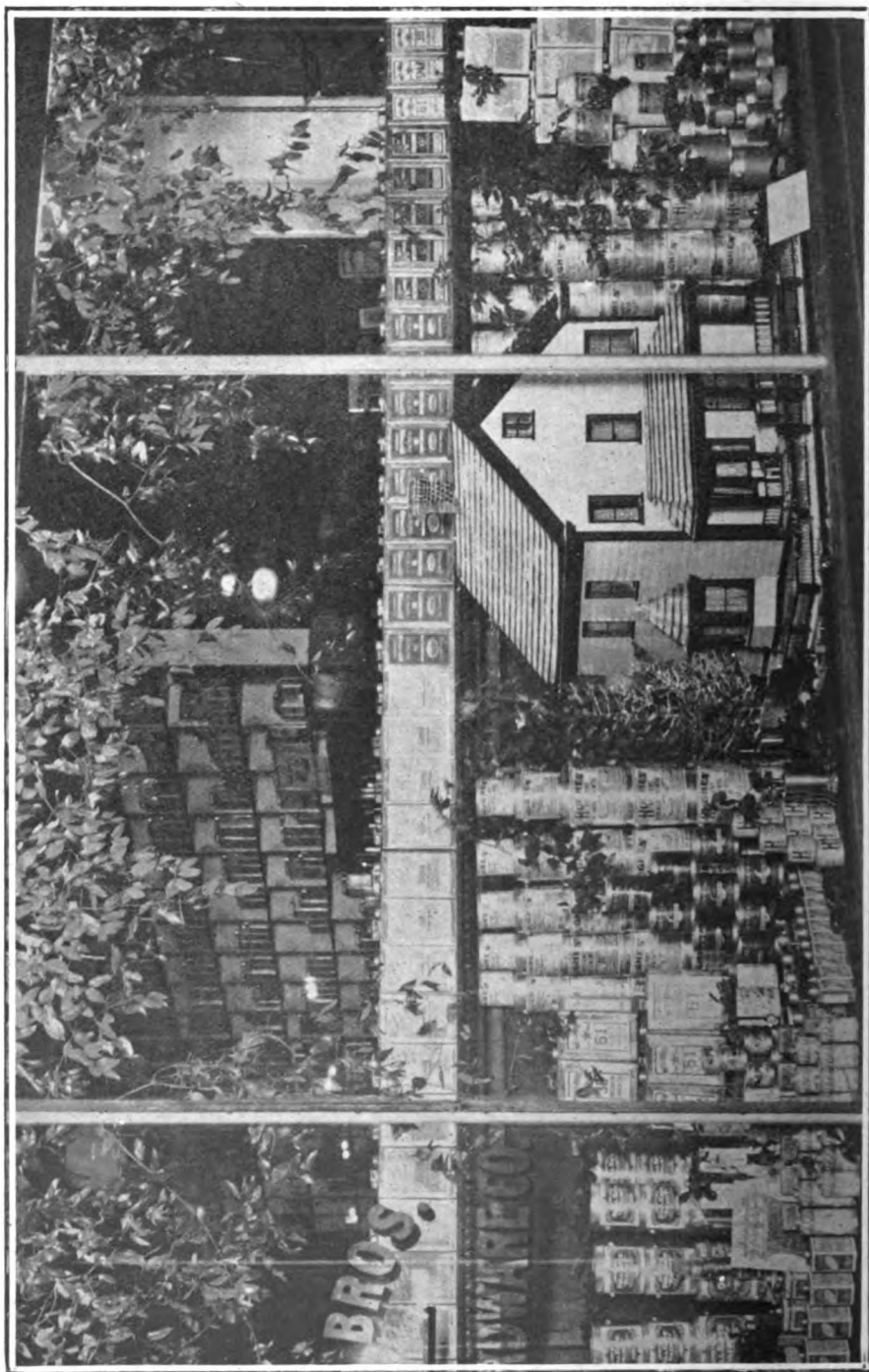


FIG. 105. THIS PAINT WINDOW DREW ADMIRING CROWDS IN KANSAS CITY. USED BY HUGHES BROS. PAINT & HARDWARE COMPANY, KANSAS CITY, MO.

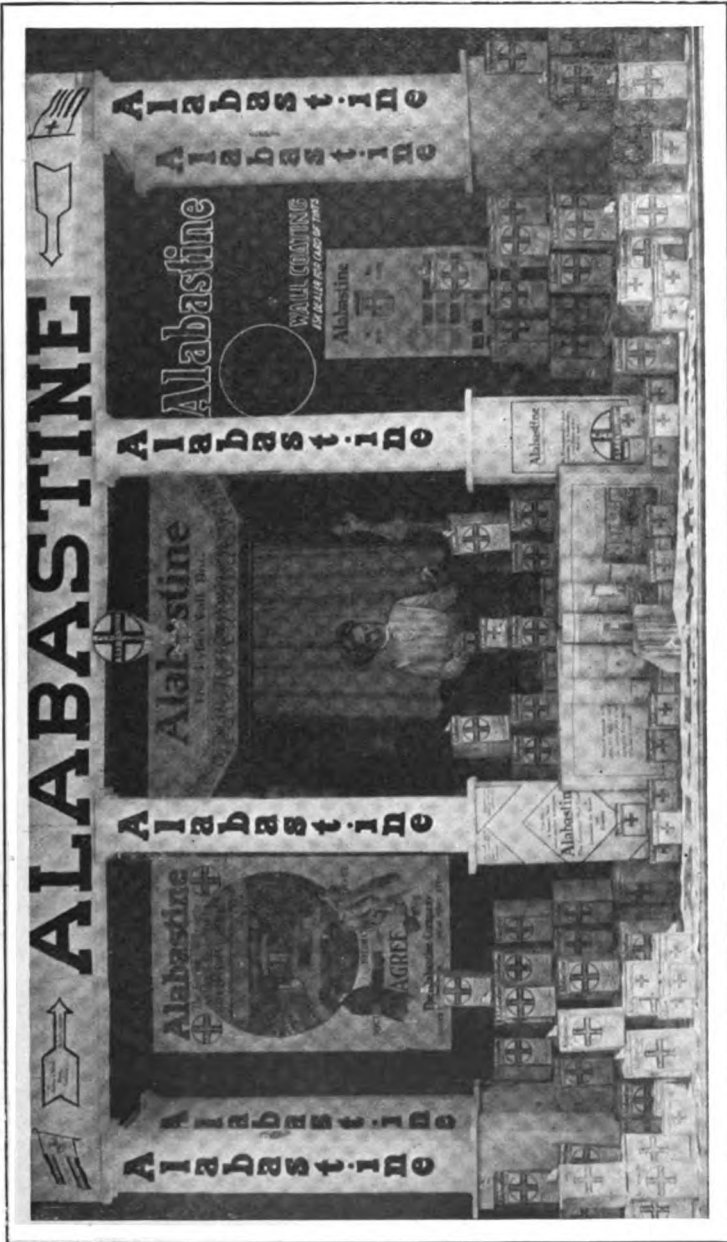


FIG. 106. THIS DISPLAY OF WALL TINT WON A PRIZE OF \$25. USED BY STICHTER HARDWARE COMPANY, READING, P.A.

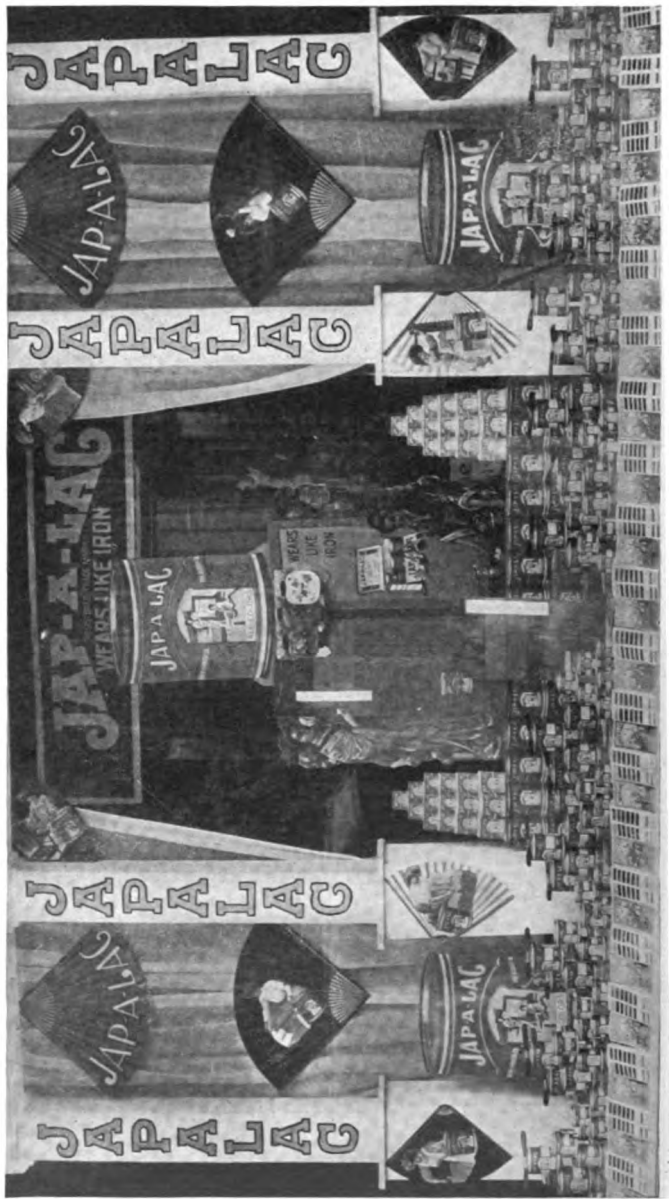


FIG. 107. A PRIZE-WINNING WINDOW MADE BY THE STICHTER HARDWARE COMPANY, READING, PA.

In this display (Fig. 107) it is featured in a very handsome manner.

It is a line of goods which gains strength by disclosure and no matter how attractive the advertising matter may be, its possibilities are never so suggestive as when its results are shown by artistically arranged sample boards of generous proportions.

In this display (Fig. 108) is shown an attempt to connect the goods with the results as shown by talk in print.



FIG. 108. THIS WINDOW USED BY STANLEY MILLS & COMPANY, HAMILTON, ONTARIO.

The perspective being a large placard headed RESULTS. Leading from this are cords or ribbons to the goods.

Here another plan is illustrated for attracting attention to quality by means of featuring, as the perspective, the maker's name (Fig. 109).

A white background is used to give full emphasis to the prominent features.

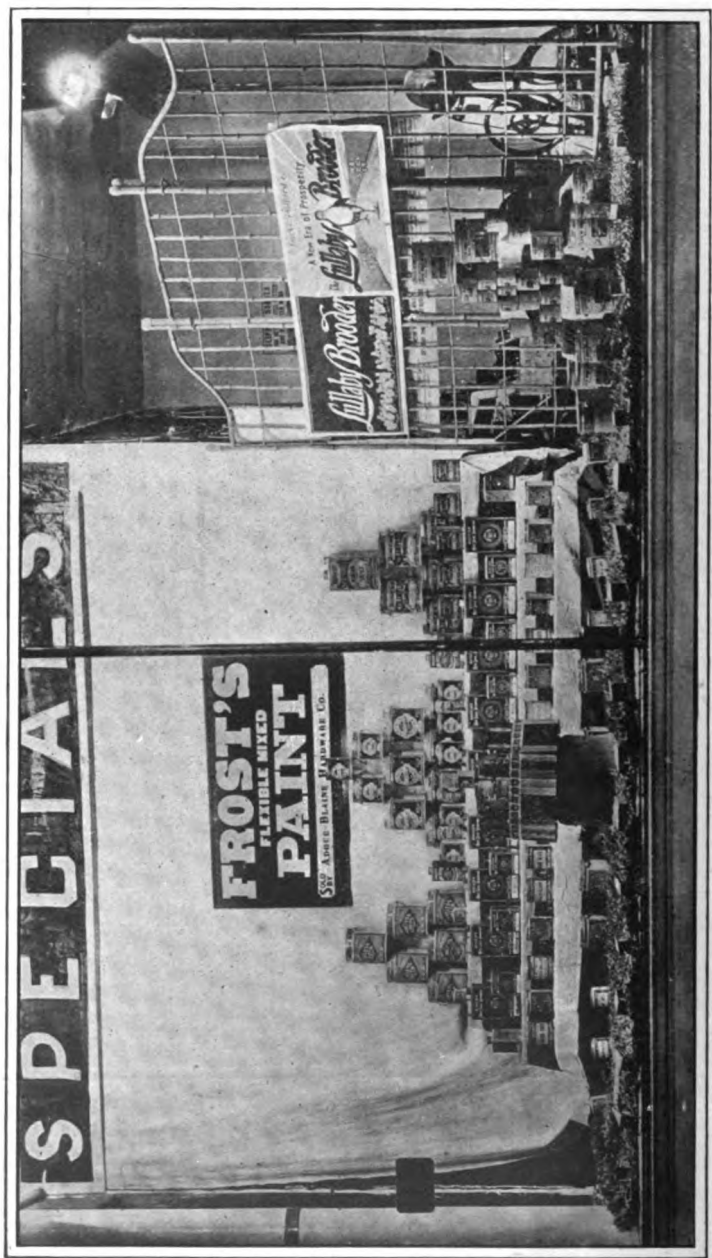


FIG. 109. ECONOMY PAINT SALE DISPLAY WINDOW OF ADONE-BLAINE HARDWARE COMPANY, HOUSTON, TEXAS.

This display (Fig. 110) is a bid for attention through the employment of artistic effects.

The line of goods affords the display of colors in great profusion, and these intermingled with the goods, produce a very attractive effect. And so far as it is possible to interest by such, a display of this nature is most useful.

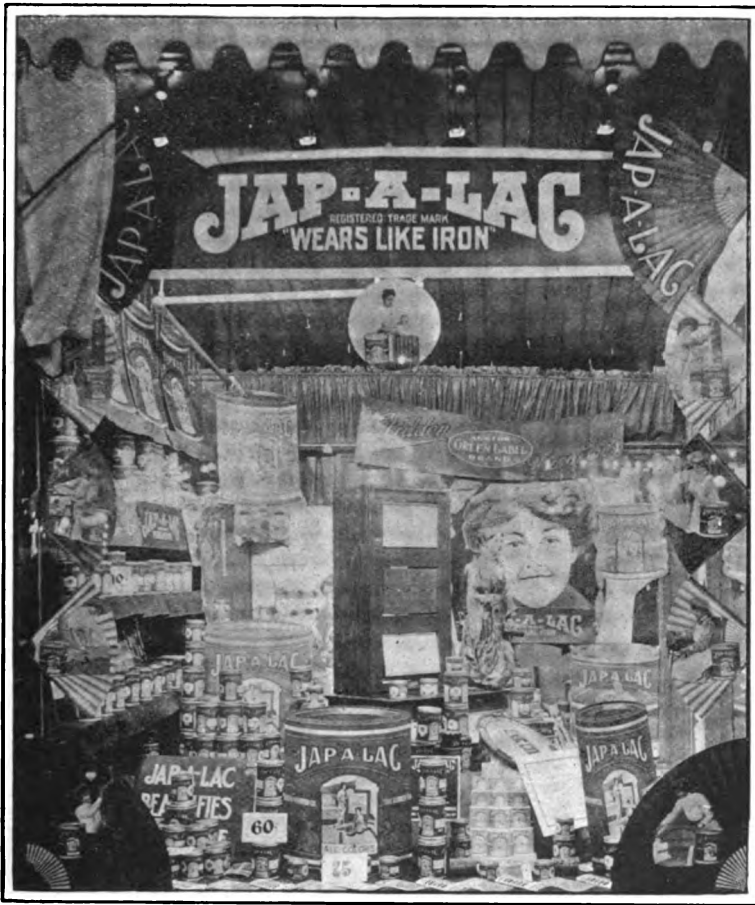


FIG. 110. JAP-A-LAC WINDOW WHICH ATTRACTED THE EARLY HOUSE CLEANERS.
USED BY STANLEY MILLS & COMPANY, HAMILTON, ONTARIO.

This display (Fig. 111) is a suggestion for showing paints and its accessories with other goods.

While the display is of a somewhat elaborate nature, yet a careful study will reveal that its staging is quite simple. The terraces afford space for featuring desirable lines and the neat arrangement of groups on the wall give to the entire exhibit a sense of dignified attractiveness which will reflect credit on the store.

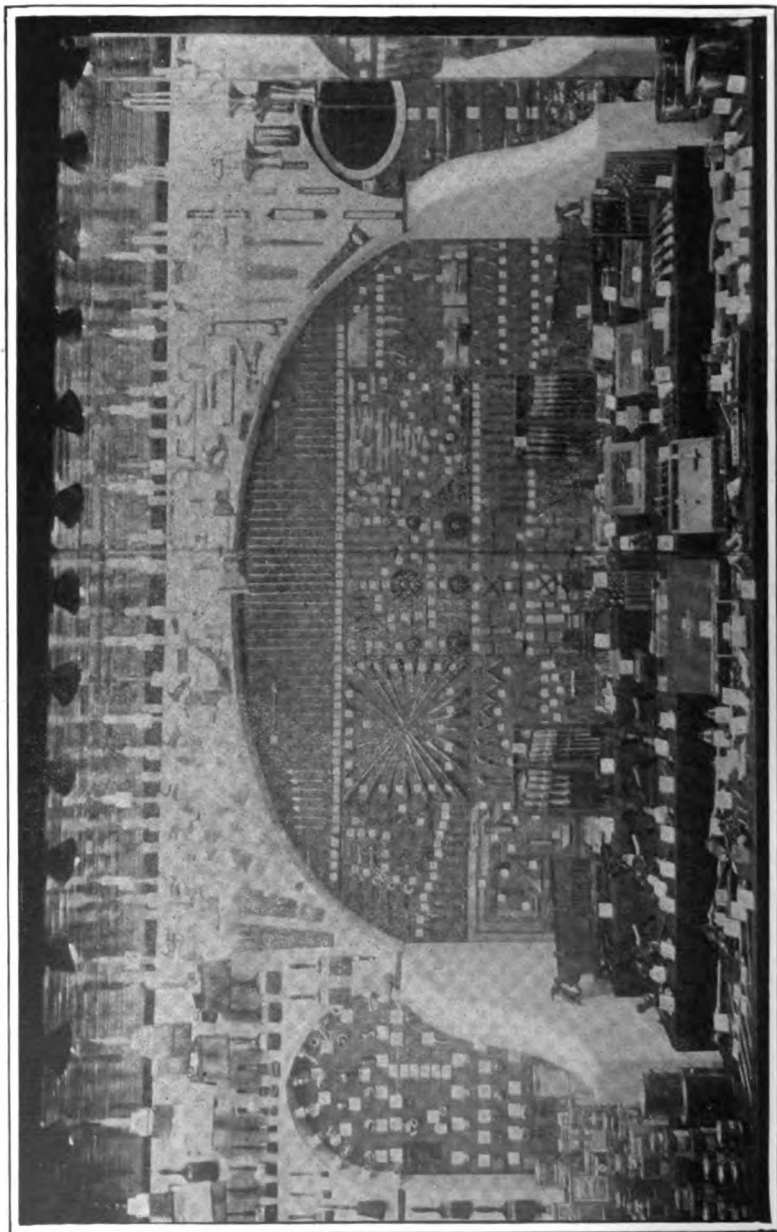


FIG. 111. SHOWING PAINTS AND ACCESSORIES WITH OTHER GOODS. DISPLAY BY W. J. PETTEE & COMPANY, OKLAHOMA CITY, OKLA.

Another suggestion for making a display attractive, to secure interest, is here shown (Fig. 112).

Here the walls are used to contribute color and preach the sermon which is intended to secure converts.



FIG. 112. WELL ARRANGED DISPLAY OF "MONARCH" PAINTS.

The large pyramid in the center is attractive and is an excellent balance to the display.

There is no evidence of crowding so often evident in such displays.

It is one of the neatest and most interesting to make where the results of the goods are not disclosed in sufficient manner.

Refrigerators

TO PROPERLY display refrigerators it is very desirable to have a fair knowledge of their construction and the science of refrigeration. This becomes apparent when it is understood that in this line, as perhaps in but few others, one cannot be guided by external or internal appearances.

The items of greatest interest to the public are the cost of maintenance and effect on food stored. The window display, therefore, should be educative as well as attractive.

In the purchase of an article where the customer must depend more or less on the knowledge or statements of the salesman, a convincing demonstration of such knowledge will inspire confidence and interest.

To properly accomplish this, not only should the article as a whole be displayed to the best advantage, but a sectional view showing its hidden construction. This can be easily arranged by the construction of a shallow frame representing a refrigerator cut from top to bottom. This frame will show, through the glass front, the dead air chambers, circulation system, packing, lining and water drain. Beside this should be placed another frame showing the construction of a cheap line or grade. In this way you will have demonstrated two things.

Aside from the attractive features such details would afford, you will have convinced the observer that here is a store that understands the refrigerator business, and that the cheapest is not the best.

Keep in mind at all times that your sales window is not merely an ornament or loafer around your place of business, but is your leading salesman. Take it seriously and see that it pays for the space it occupies and the money and time you are paying it.

If you are not posted on refrigerator construction, it is easy to get the required information from the catalogues of manufacturers.

You will find that they devote liberal space to construction. By experience they know that such information sells their goods. And if such will sell goods to the dealer, why will it not be good ammunition to use when gunning for the consumer?

It may be a surprise to some to know that where mineral wool and charcoal is advertised for packing, factory refuse is sometimes used.

This will not become apparent till food has been placed inside after decomposition in the packing has set in. More frequently, however, hot air is

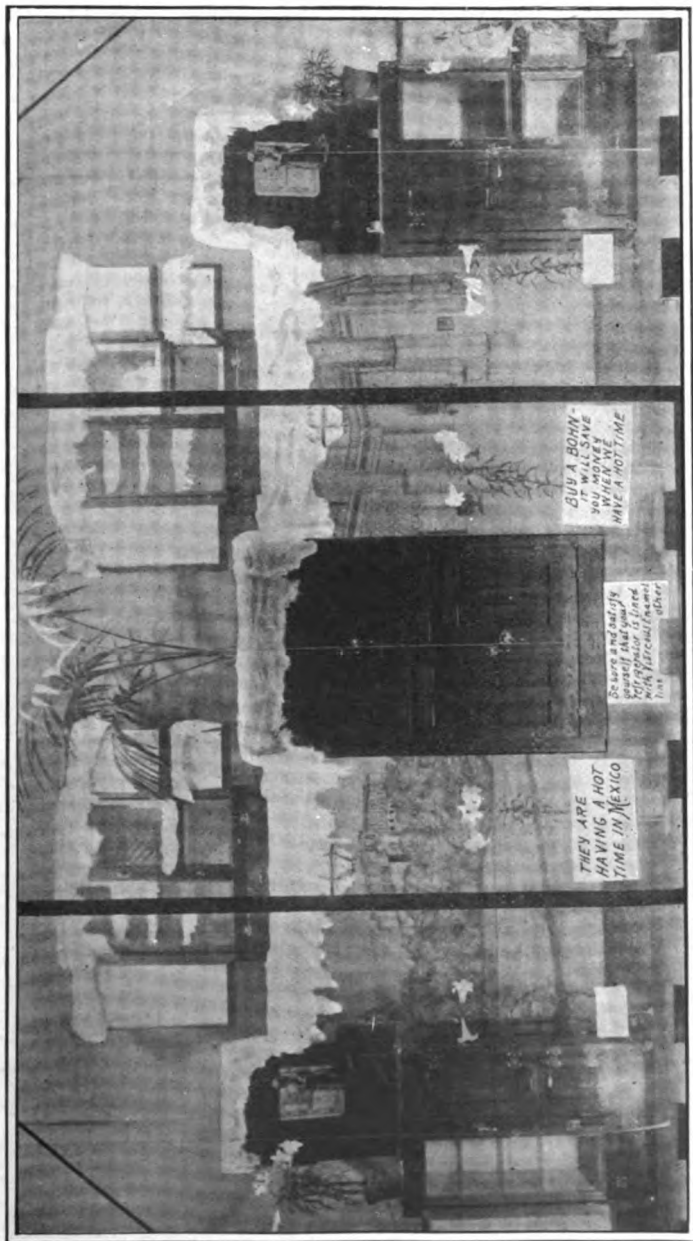


FIG. 113. WINDOW DISPLAY OF REFRIGERATORS BY BARRETT HARDWARE CO., JOLIET, ILL.

used both for packing and selling. In this case, the user may not get the offensive odor but will be kept busy buying ice.

So study up the subject and be loaded, long before the season has arrived, to preach through your window a gospel that will get converts and fill not only the front but back pews of your store.

ARTISTIC

From a standpoint of taste and attractiveness this display is a success (Fig. 113).

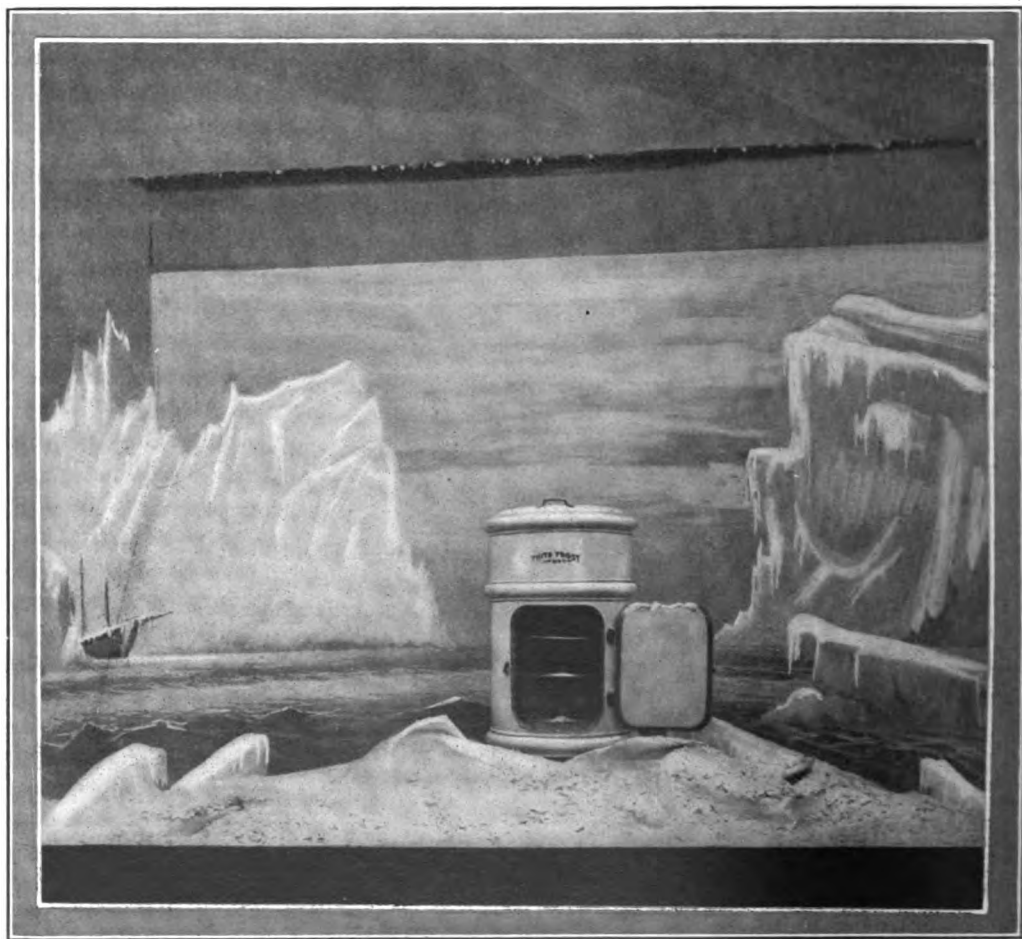


FIG. 114. A REFRIGERATOR DISPLAYED IN STAGE EFFECT, WITH HIGHLY SUGGESTIVE SURROUNDINGS USED BY G. M. BRITTON CO., READING, PA.

All the elements necessary to attract to the window are in evidence and if the educative and demonstrative had been added it would have made a window of great earning capacity.

The thought here, as displayed, is that any refrigerator is good, and the main thing is to get one no matter what the make or construction may be.



FIG. 115. SEASONABLE GOOD DISPLAY IN ODD-SHAPED WINDOW.

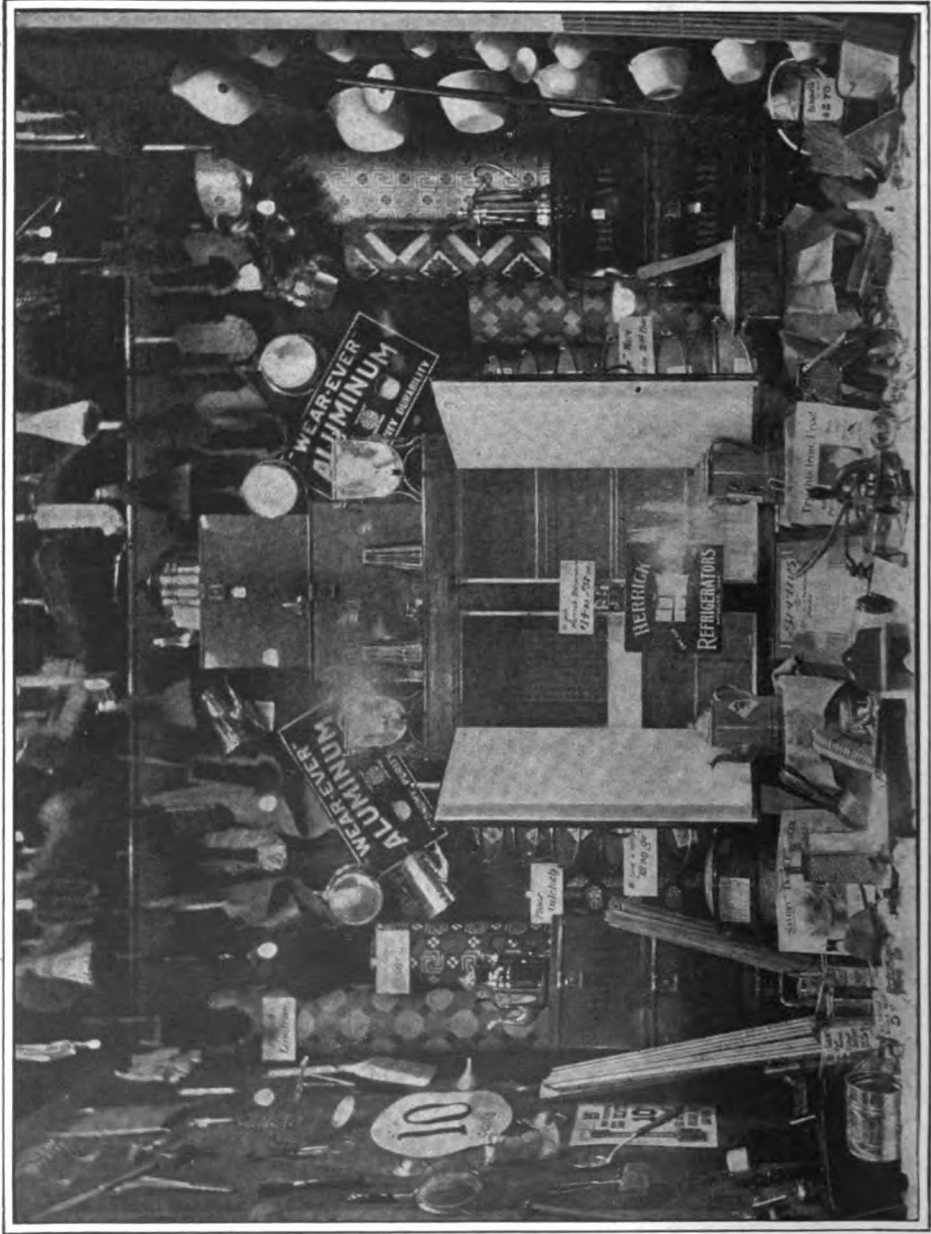


FIG. 116. HOUSEFURNISHINGS WINDOW SHOWING REFRIGERATOR, KITCHEN NOVELTIES, COOKING UTENSILS, BRUSHES, OILCLOTHS, ETC., USED BY KINKERTER & SHEPPARD CO., FRANKFORD, PHILADELPHIA, PA.

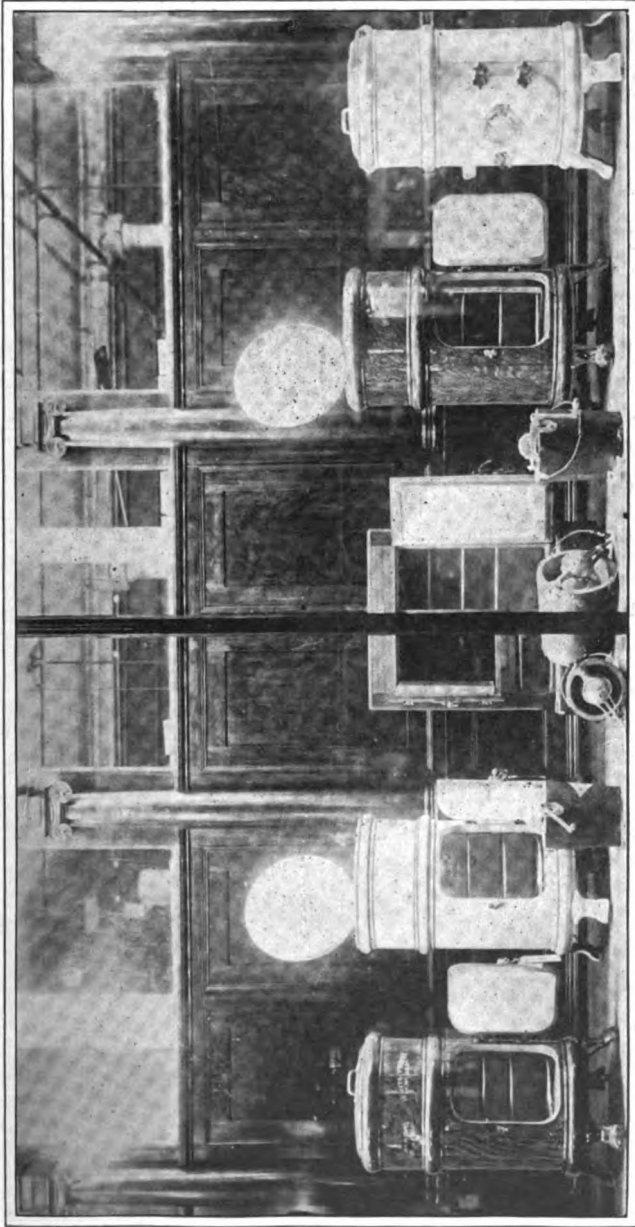


FIG. 117.—WINDOW EXHIBIT OF REFRIGERATORS BY L. S. DONALDSON & COMPANY, MINNEAPOLIS, MINN.

This display (Fig. 114) is one which possesses great attractive powers and on account of the rather unusual type of refrigerator, would no doubt, create curiosity which in many cases would develop into real interest.

The educative feature, so important in this line of goods, is missing, consequently, the window is not working up in its fullest capabilities.

GENERAL

The window here shown (Fig. 115) has the same lack of completeness as most others.

The ice cream freezers have a partial demonstration but so far as can be seen, the refrigerators have none.

The space was available for ample educative and demonstrative features but has not been taken advantage of.

Here the refrigerator has been given the perspective of a general line of house furnishing goods (Fig. 116).

The space is limited and the arrangement shows very conclusively that the artist did the window after dark and was frightened away just as he had the goods collected and delivered to the window.

He had succeeded in gathering a quantity of goods capable of being worked into a very neat and attractive display.

Such arrangements have a function in chaotic and special sales windows only.

The arrangement in this window (Fig. 117) is good and merchandise has been placed in it which is capable of telling a very interesting story.

If such had been told it would have placed the window in position to solicit business which a passive display cannot reach.

The window here is placed in the predicament of a salesman with a fine line of samples, but unable to talk or demonstrate.

Sporting Goods

WHEN one sits down at a table to eat, the quantity he will eat and the relish with which it will be eaten, will depend largely on two things: How hungry he may be and how temptingly the food is prepared and served.

In window displays, when one has made up his mind that a certain article is not only needed but that it must be purchased at once, the mere presence of the article in the window is generally sufficient. But if there has been no prior thought, or at least determination to purchase, it requires suggestions which will create the thought to purchase and the desire to possess. This is especially true of what may be classed as luxuries. Some take sporting goods so seriously, however, that they will class them as necessities. But this is true of only a small number, and even they are so well versed in the line that a window must speak volumes at times to convince.

The mere placing of fishing tackle in the window may not, and possibly will not, in a majority of cases, arouse the desire to go fishing. But if there be spread before the observer, all the glories and freedom of the mountains, the primeval conditions of camp life, the suggestions of babbling brooks, of roaring cataracts, of pools filled with hungry trout, etc., the imagination takes wings. The noisy city streets fade away and the smell of the smoke and of the camp fire and of frying bass penetrate the nostrils and whet the appetite to such an extent that when the observer comes back to earth he has aroused within him that little imp, Desire, which nothing but the possession of an up-to-date fishing outfit will satisfy.

A good way to do this is with a combined scenic and realistic display.

This should be a window showing, in the background, mountain scenery from which comes rushing a stream of real water leaping over rocks, till it at last falls into a pool at the bottom. On the side of this pool is stationed a figure representing a fisherman in the act of landing a four pound trout from the pool.

A little distance away is shown his camp consisting of tent, camp fire, frying pan, washing on the line, etc.

As difficult as this may seem at first, it is quite easily and cheaply arranged. The scenery consists of a piece of painted canvas thrown over irregular staging

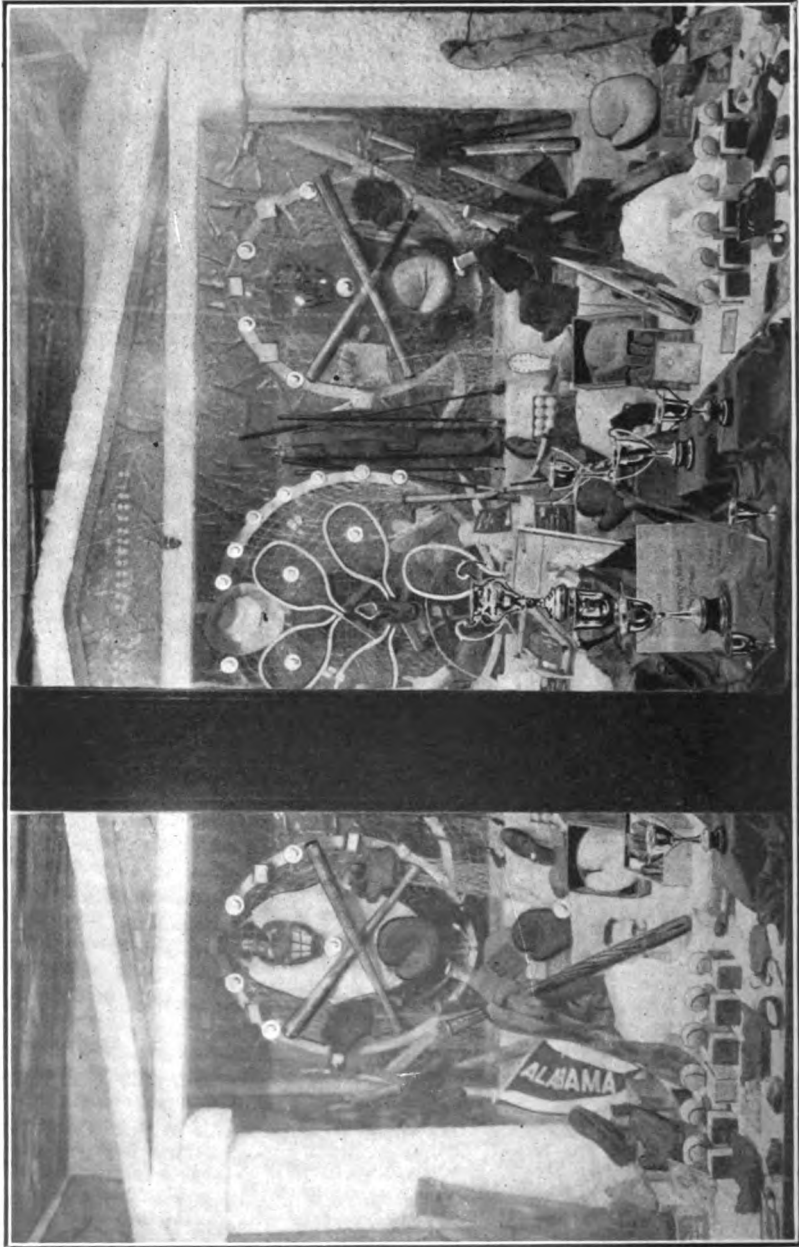


FIG. 118 —SPORTING GOODS FOR THE NATIONAL GAME AND OTHERS SKILLFULLY DISPLAYED IN SNOW-TULLIS HARDWARE COMPANY'S WINDOW, MONTGOMERY, ALA.

toward the front to represent foot hills, and gradually rising toward the top where it disappears behind draperies, which in this case, can very appropriately consist of fishing nets decorated with leaves, branches, etc.

The bed of the stream is made by the construction of a tin spout so bent as to disappear behind some range of canvas hills. In the bottom of the tin spout and on its sides are cemented rocks, pebbles, sand, etc. The water is raised by means of a pump or endless chain of buckets operated by power.

Moss and shrubbery can be real. The foot hills may be covered with finely cut rope dyed green and glued on to the canvas.

The culmination of the display, however, must be the fish and fisherman. The former can be made of a piece of tin cut to proper form and painted in natural colors. It is fastened in the pool partly under water, the hook in the natural position and the line and rod showing great strain.

The fisherman should be so arranged as to show intense excitement and tension in every limb and muscle. A neat yet prominently placed placard can be provided and placed next to the glass at the front of the window on which may read "He will land as he has one of our rods. Come in and examine them."

Such an exhibit will get the observer into the proper spirit and if anything can, will arouse the desire to purchase.

The camp also gives license to the display of a great variety of sporting goods, such as guns, knives, ammunition, etc.

While this is without doubt the most suggestive, attractive and interesting of any display possible, yet a carefully planned and executed display of sporting goods, tastily draped and decorated, will appeal strongly to the true sportsman, and if it be complete, will be very suggestive of the possibilities of the line.

UNIT AND FEATURED

To group into attractive units different lines of goods and so arrange the units so as to make a harmonious and pleasing general effect, is the attempt made in this display (Fig. 118).

Here the background consists of three circles in which the center or perspective is awarded to tennis goods. Placed as sponsor to this are two circular groups, one on each side, representing base ball goods. These lines being somewhat allied produce a harmonious effect. Leading up the center to these are terraced pedestals on which are placed, in featured form, trophy cups. These by this artistic effect, lend a touch of richness which is very striking. Scattered in a somewhat promiscuous manner are other goods which carry out the idea of completeness of the line and add interest to the display.

By employing the unit and classified forms of classifications in the window

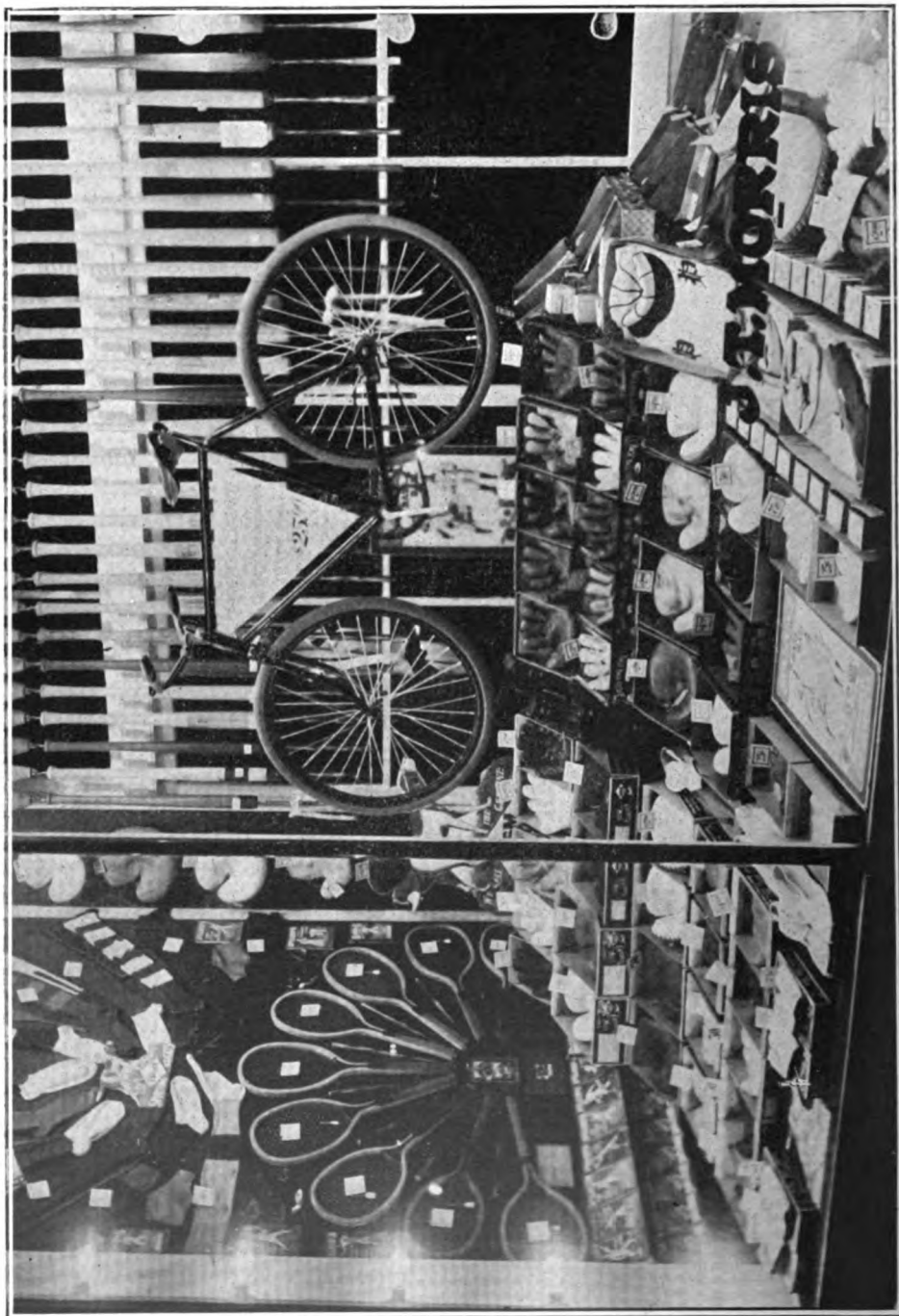


FIG. 119.—ATTRACTIVE ARRANGEMENT OF SPORTING GOODS IN SHOW WINDOW, USED BY J. T. MORRIS, PORTSMOUTH, Va.

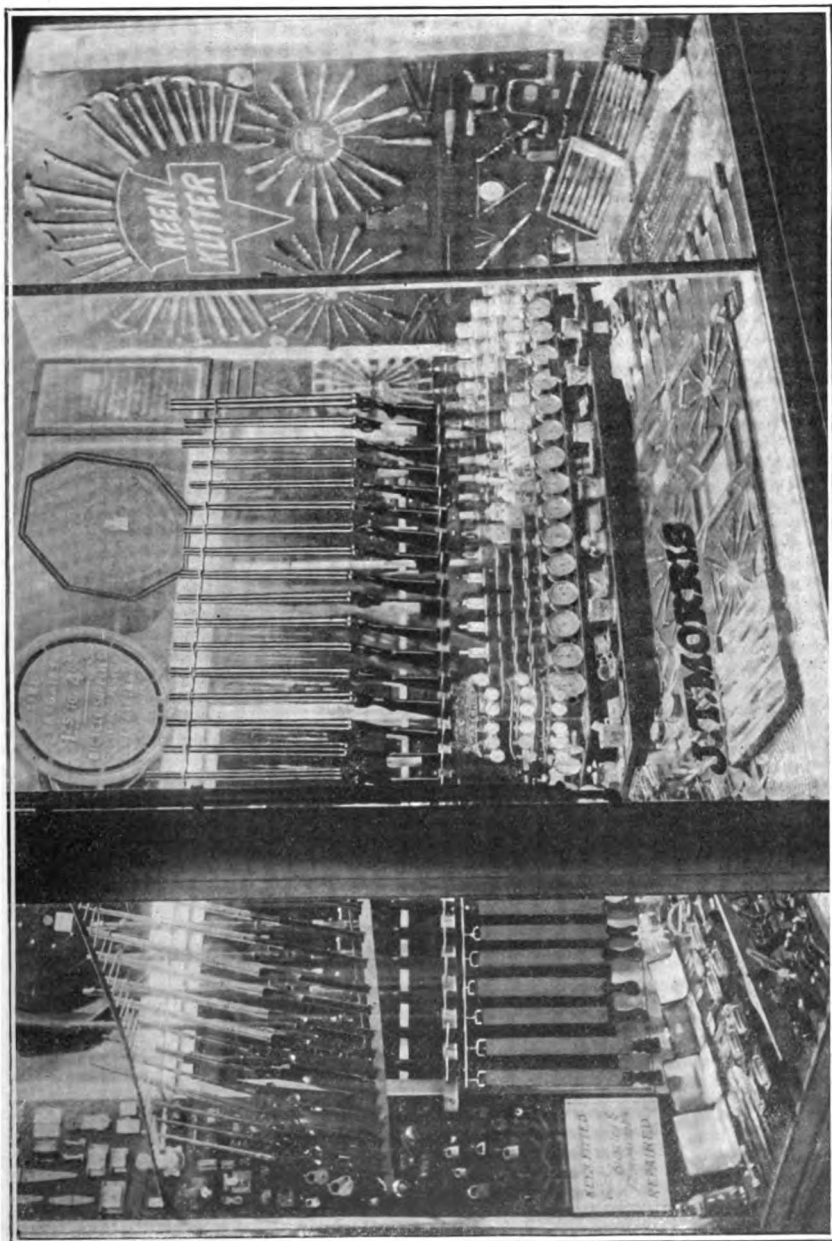


FIG. 120. DISPLAY WINDOW IN THE STORE OF J. T. MORRIS, PORTSMOUTH, VA., SHOWING MANY DIFFERENT LINES OF GOODS, EACH LINE DISTINCT FROM THE OTHER, THE GUNS BEING MOST PROMINENT.

here shown (Fig. 119), it has been possible to bring into prominence practically every line represented. Not only that but by the uniform arrangement of the Indian clubs and ball bats as a background, the whole display is made attractive.

The bicycle hung conspicuously in the center not only features the article itself but calls attention, in a striking manner, to a popular line which space available would not permit of display in quantity.

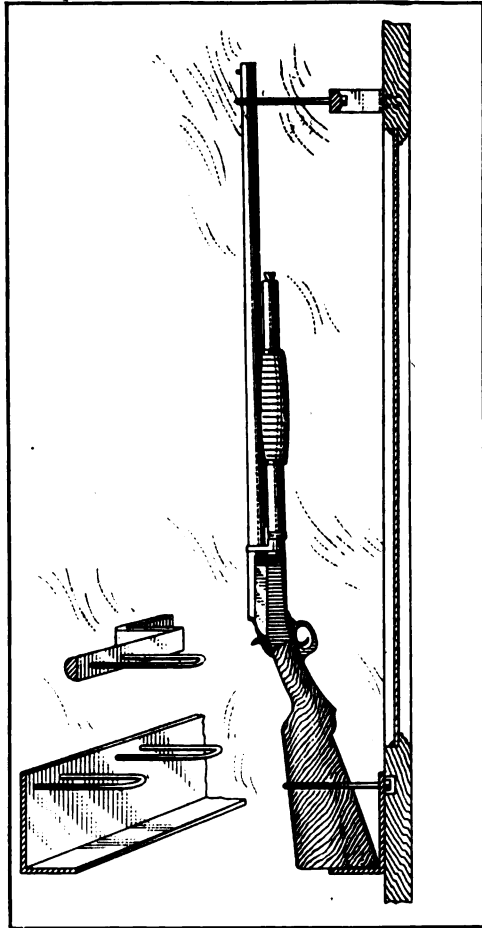


FIG. 121. ILLUSTRATING THE MOUNTING OF GUNS IN WINDOW DISPLAY. (SEE FIG. 120.)

UNIT-GROUPED

The thought here (Fig. 120) has been to give the commanding position to guns. And to make them more attractive and impressive, they are represented in quantity and arranged with symmetry.

The mounting is illustrated by accompanying outline cut. (Fig. 121).

The bottom or foundation of this rack is formed of one piece of angle iron.

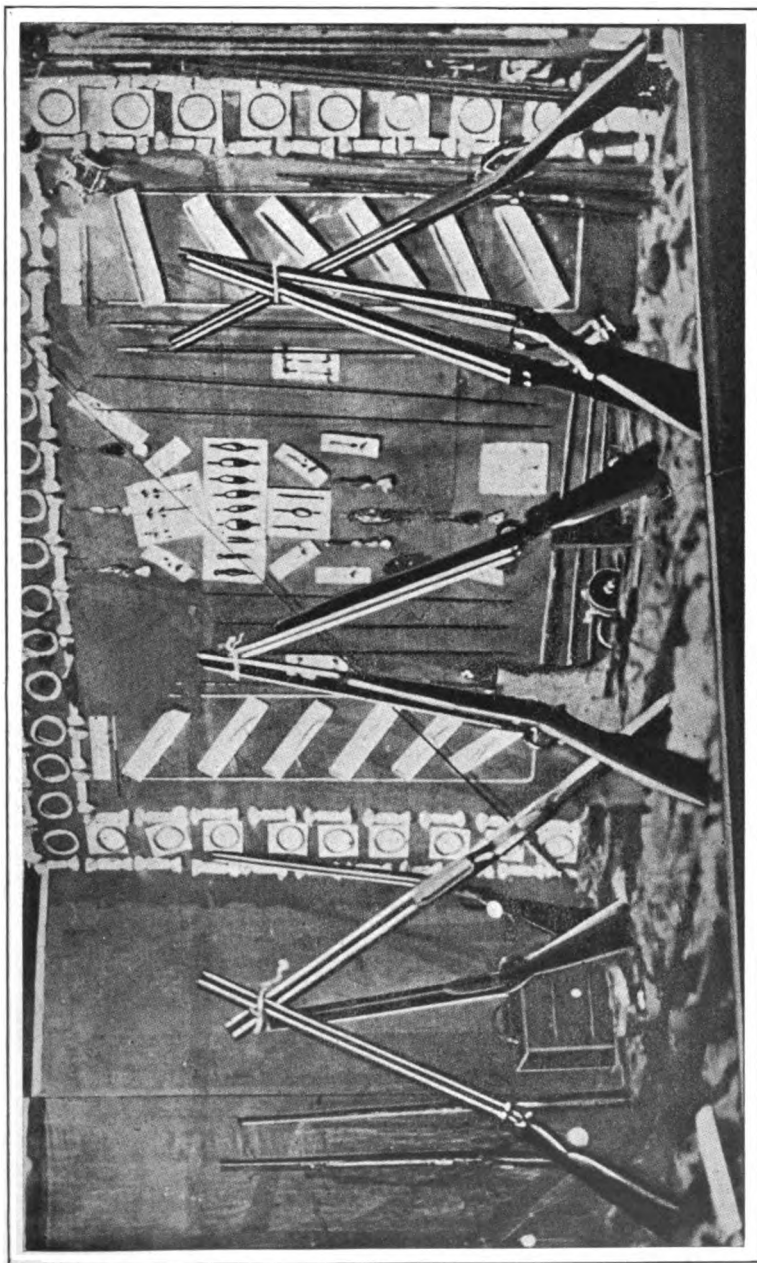


FIG. 122. A WINDOW DISPLAY OF GUNS AND FISHING TACKLE.

Loops made of 3-16-inch wire are riveted to the upright part of the angle iron to hold the gun stock in position.

Figure 2 shows a section of the rack. The top portion consists of a straight piece of half round iron. Loops similar to the lower ones are fastened to the iron to receive the muzzles. The rack is fastened to the back construction of the window by extending the iron and screwing them fast.

Throughout the display the different goods are well separated. The floor is used for tools as well as the right hand wall. The back wall at one side is devoted to a brush display, and locks are shown on the other side. Clocks, safety

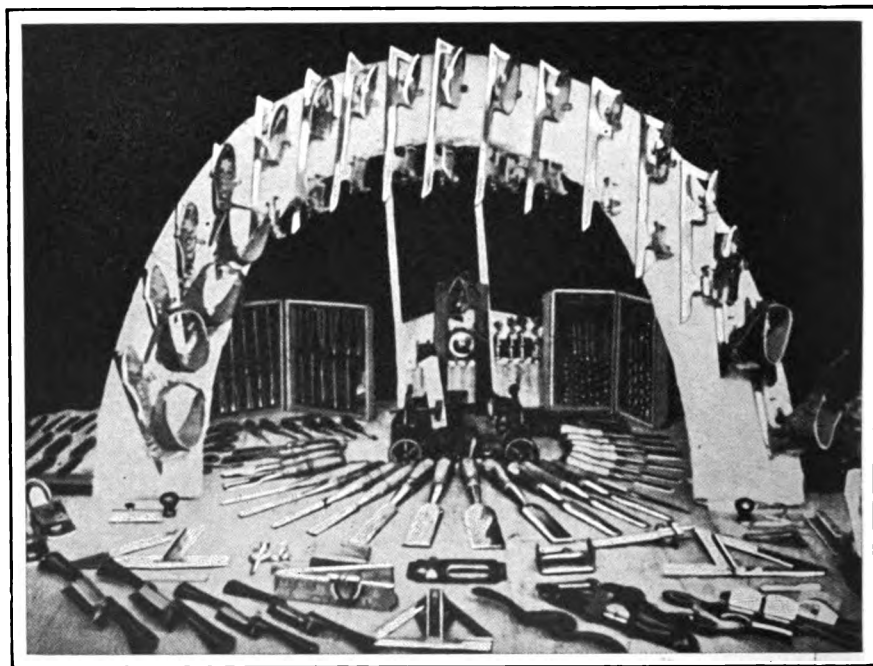


FIG. 123. FIG. 2. A HORSESHOE SHAPED SKATE SAMPLE BOARD IN SHOW WINDOW LATE IN SEASON AS A REMINDER TO THE PUBLIC THAT SKATES ARE STILL AVAILABLE, USED BY LUDLOW & SQUIER, 97 MARKET ST., NEWARK, N. J.

razors, shaving mugs, etc., are attractively shown on the pyramid construction in the center. This is formed with platforms placed one on another.

GROUPED

A fair illustration of the grouped classification is here shown (Fig. 122). The general arrangement caters to the artistic, and taken as a whole, it is one which will be interesting. The draperies could have been a little more harmoniously arranged, and the relics so placed as to have been more apt to have attracted attention to the display. The background is of dark blue cheese-cloth, the trimmings being of fish lines. The oblong boxes seen in the panels

on either side contain sneede hooks. Poles and reels are prominent in the display. The floor is covered with yellow cheesecloth. On this is arranged minnow buckets, fish strings, lines, corks and a few cartridges. While shot guns are stacked in the center, rifles appear in the background. The decorations are made of crepe paper. On the floor are a few old relics of guns, pistols, shells and balls.

This feature proved an especially interesting one. A brief history of the relic was attached to each.

CLASSIFIED

This is a semi-classified display in which ice skates are featured (Fig. 123).

The arch is made of rough boards covered with white crepe paper, and the skates are hung on square shouldered screw hooks. The inside ends of the arch are 2 feet, 9 inches apart on the floor, and the center of the arch was 2 feet from the floor.

The general arrangement is very well worked out, in that it provides a very prominent prospective, at which any article or group of articles will be shown to good advantage.

GROUPED AND REALISTIC

Just a touch of the realistic, sufficient to be suggestive, is worked into this display (Fig. 124). Rifles for deer, shot guns for smaller game such as ducks, partridges, etc., are suggested not only by the stock displayed but by animals placed in well selected positions.

Here also ammunition, dog collars, hunting clothes, etc., are placed at the side in such manner that the guns which have the center of the stage, will naturally call attention to them.

A feature of this exhibition is the placing of price tags on all articles exhibited. This always is interesting as one is most always curious to know the price of an article, if for no other reason than to see how far he is from being able to purchase it.

REALISTIC

A very appropriate display advertising safety razors and thermos bottles is here illustrated (Fig. 125). The construction of the display consists of a light wooden frame built for the mountains. Old lumber taken from the shipping department was used. This frame was covered with heavy paper, also taken from the shipping department. The paper was covered with 4 pounds of absorbent cotton to represent snow. French flittler was sprinkled over the cotton to give it the icy, frosty effect.

Four yards of light heliotrope cambric were arranged in the rear of the mountains for a background. Between the mountains were concealed red, blue

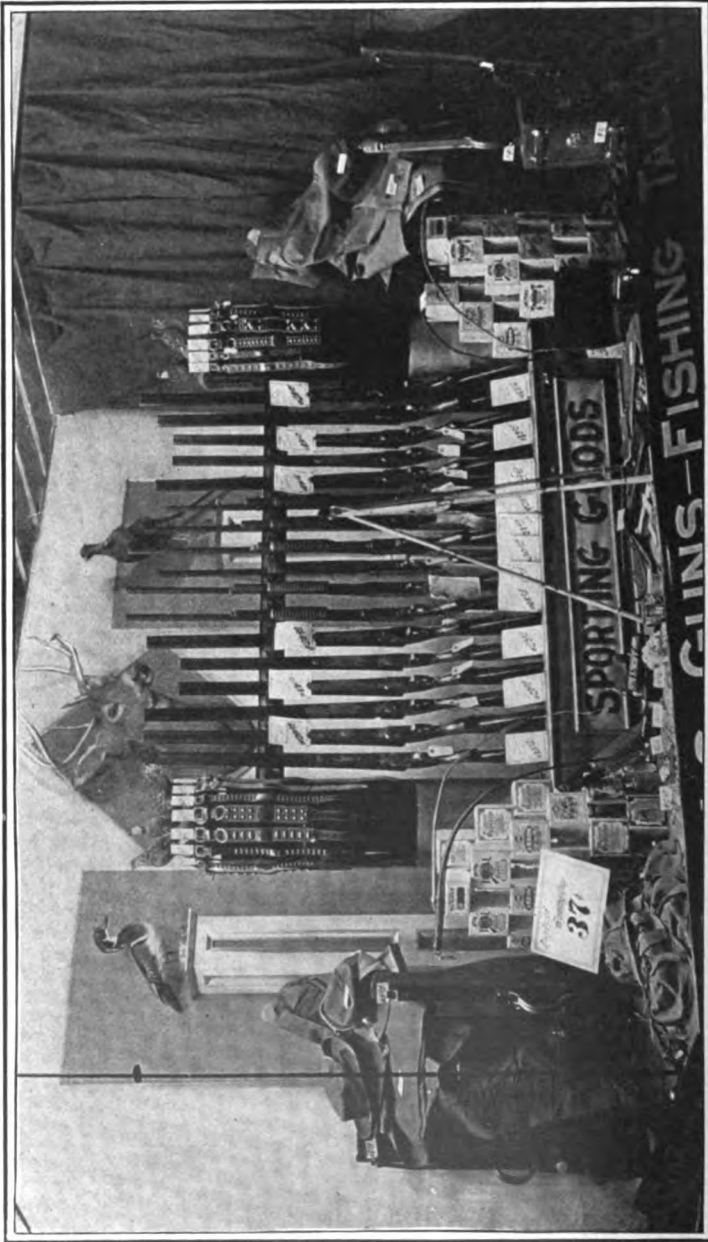


FIG. 124. SPORTING GOODS ARE A BIG LINE WITH THE FRANK P. HALL COMPANY, COLUMBUS, OHIO.

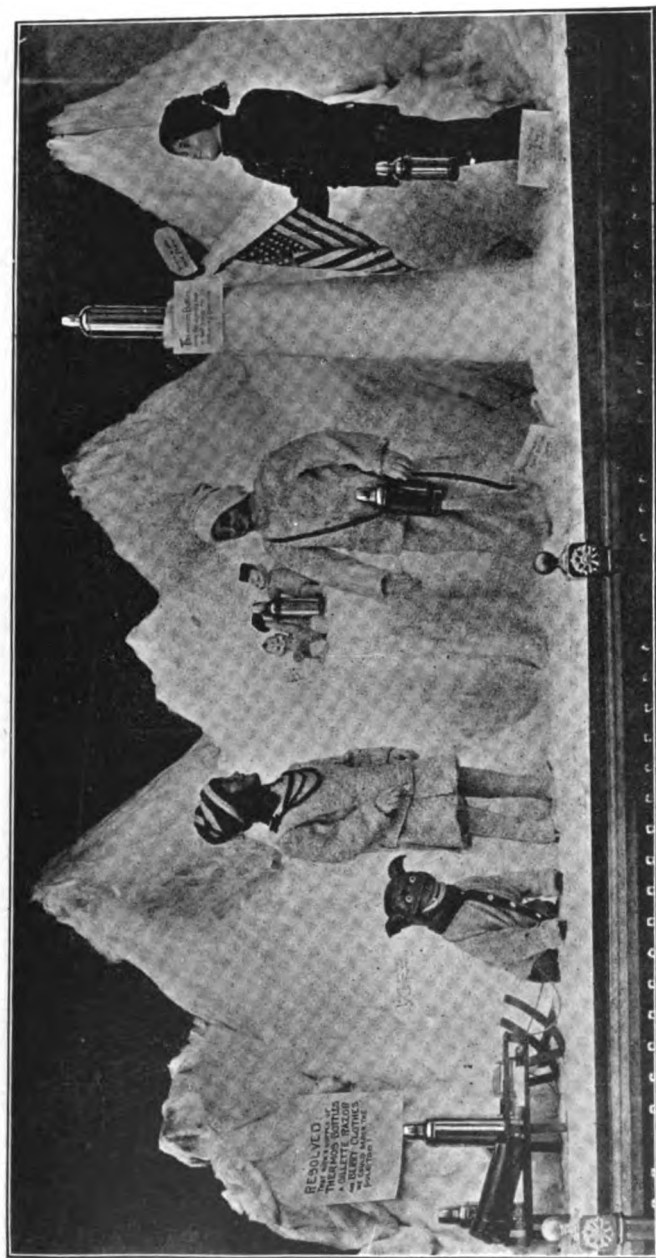


FIG. 135. A NORTH POLE WINDOW DISPLAY WHICH ATTRACTED MUCH ATTENTION, USED BY O. H. BERRY & COMPANY, RICHMOND, VA.

and green electric lights. The effusion and blending of these lights on the snowy mountains produced a most pleasing and beautiful effect, showing all the tints of the rainbow. In the illustration the tints are represented only by the shadows.

The builder drew on his imagination to such an extent that it was necessary to display signs at different points so that his audience could follow him.

Peary is shown at the right in the act of nailing the flag to the pole. A card at his feet reads:

Nailed the Flag
April 6, 1909,
Peary

Cook is leaving the pole; near his "brass tube" is a card reading:

Discovered
April 21, 1908
Cook

Each of the explorers is carrying a Thermos bottle. At the left is Buster Brown, Tige and a sled full of Thermos bottles and Gillette razors. A card over Tige reads:

I want another hot drink
out of that Thermos

Above the sled is another card:

RESOLVED
That with a supply of THERMOS BOTTLES,
A GILLETTE RAZOR AND BETTER CLOTHES we
could reach the Pole, too!

Away back on the mountains are two Esquimaux with a Thermos bottle and a card with the question:

What Do We Get

On top of the pole is a quart size bottle with another card.
The actual expense connected with the window was:

4 yards cambric at .12½	\$.50
4 pounds cotton at .35	1.40
2 billikins, \$1	2.00
1 Teddy bear75
French flitter05
Total	<hr/> \$4.70

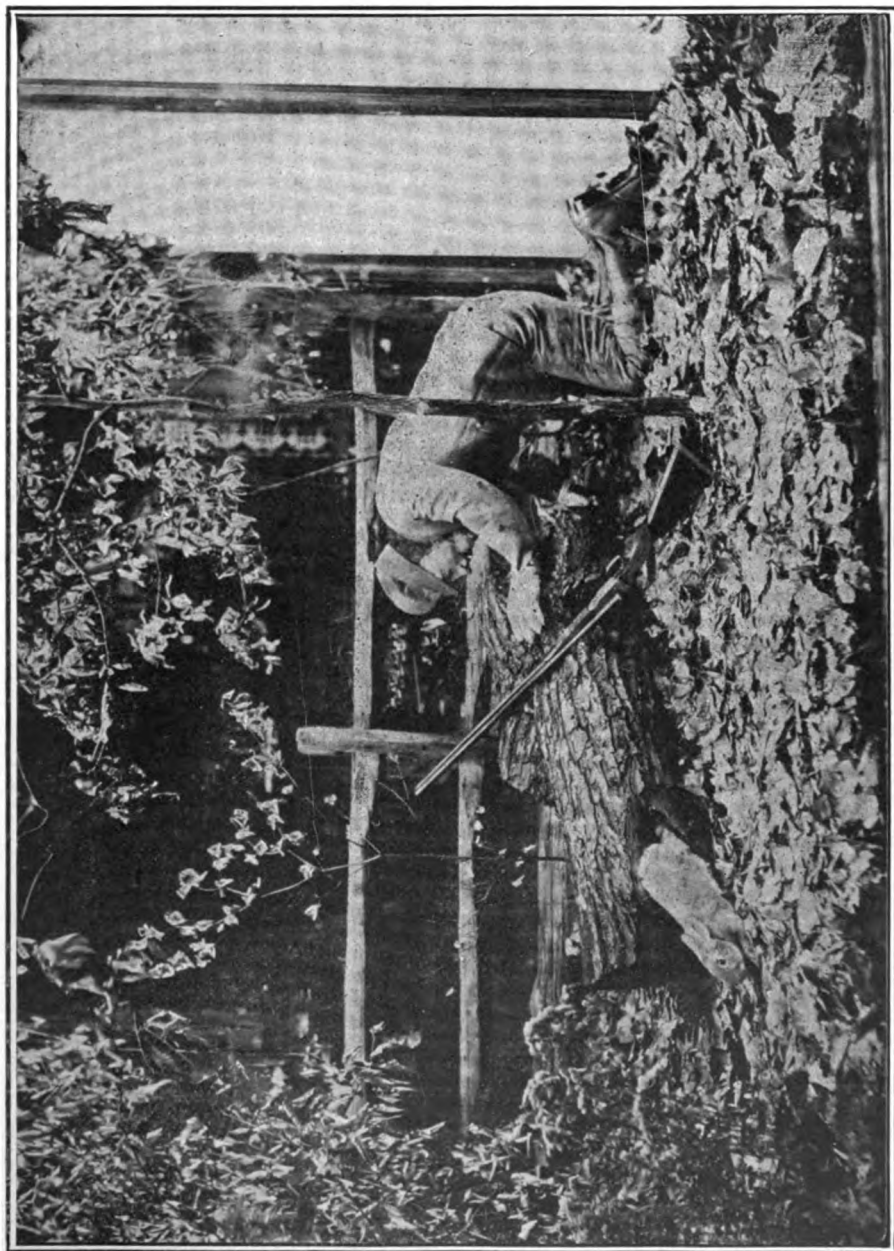


FIG. 126. A SEASONABLE WINDOW DISPLAY WHICH SUGGESTS MORE THAN IT ACTUALLY SHOWS, USED BY ALTENDERFER & TYSON, LEBANON, Pa.

The natural pose of the figures, which is so vital to a realistic display, is well done. And as a result the effort, as a whole, is very interesting.

A very valuable feature of the realistic, that which may be termed the "human" side of life, is well brought out here (Fig. 126).

The joke is on the hunter and bre'r rabbit is making the most of it.

While in the realistic class, this display has for its object that aimed at in the artistic, namely to create interest in the store. For while there is but one



FIG. 127. A WINDOW DISPLAY ANNOUNCING THE OPEN GAME SEASON IN STORE OF HOMER P. SMITH, ASHTABULA, OHIO.

article of merchandise exhibited, yet the hint of Autumn and its possibilities, from a sportsman's view point, are suggestive of many good things in reach of the one who will step inside.

Such exhibits, as well planned and executed, are what makes a store talked of in the most flattering manner, and most likely will be brought to mind when in the market for sporting goods.

From a realistic standpoint, the display here shown (Fig. 127) is well-executed. The figure is at a natural pose and the clothing is well arranged.

Just enough goods are displayed to be suggestive and yet not crowd or confuse the exhibit.

The effect, as a whole, however, is largely lost in the scenic feature. The delusion at the top is wholly lost, thus leaving the display in a crude and unfinished state. If the canvas background had been brought up higher and made to meet some overhead decoration, it would have been more finished and real. The trees and moss on the floor, which were real, are deserving of better support.



FIG. 128. A WILD WOOD HUNTING SCENE WHICH DISPLAYS THE GOODS TO ADVANTAGE, USED BY WEED & COMPANY, BUFFALO

The presence of wild animals so near and exposed, coupled with the placid attitude of the man, lead one to believe he is more of a game keeper than a game seeker.

It is these little points, whose presence adds interest and whose absence has reverse effects, that should always be kept in mind.

The large placard giving information as to the open season is a happy thought, as it is educative and consequently adds interest.

A better example of the perfect perspective scenic effect, when combined

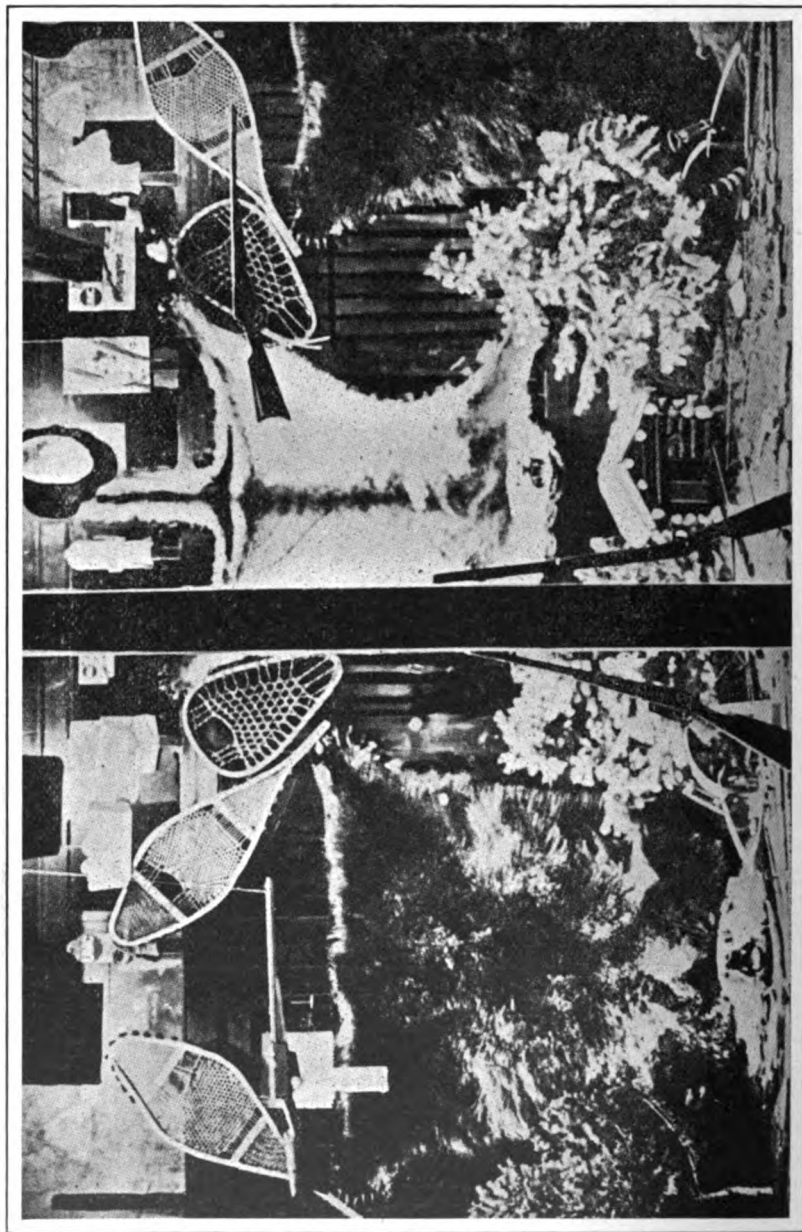


FIG. 129. A WINDOW DISPLAY IN WHICH TROPHIES OF LOCAL BIG GAME HUNTERS ARE USED VERY EFFECTIVELY. KALISPELL MERCANTILE COMPANY, KALISPELL, MONT.

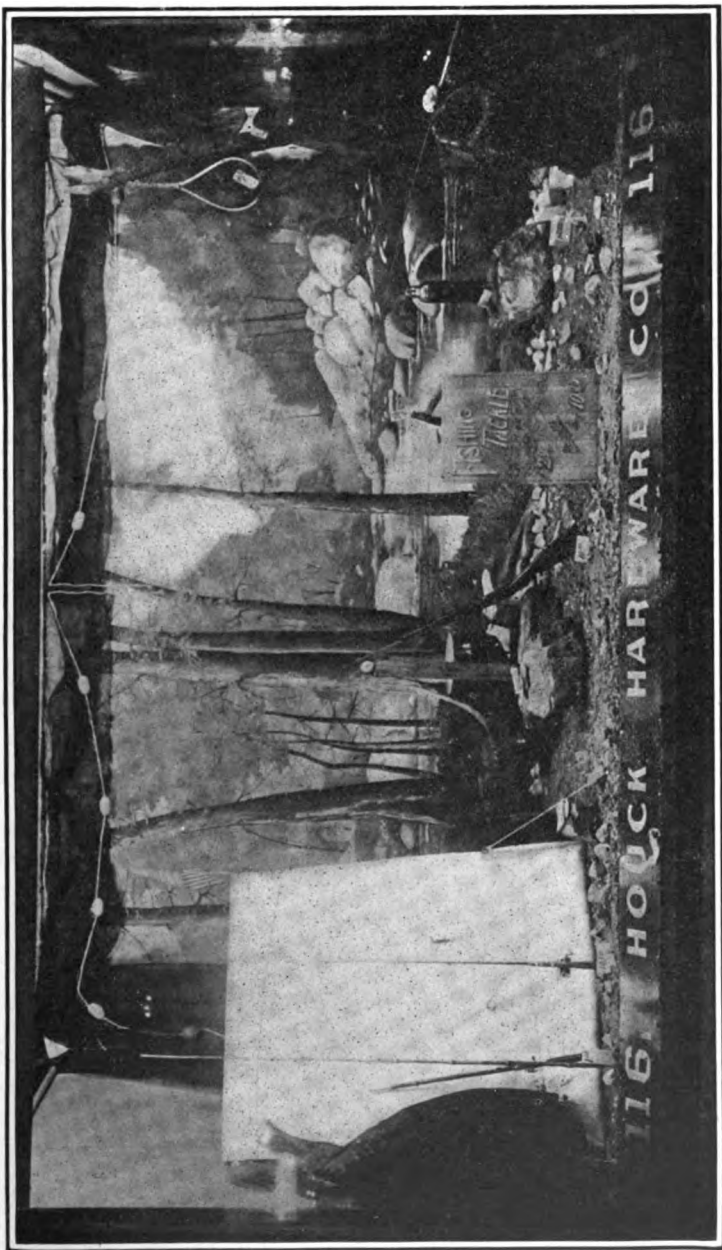


FIG. 130. STRIKING FISHING TACKLE WINDOW OF HAUCK HARDWARE COMPANY, WICHITA, KANSAS.

with the realistic, is here found (Fig. 128). Here the delusion is complete at both top and bottom, and the consequent results are striking.

The realistic is more perfectly developed in the figures, as an attempt, and a good one at that, is made to show the proper attitude and relation.

The small animals in the foreground, however, are not well placed, as the inference is that they are pets, while the opposite thought, no doubt, is intended.

The floor is covered with dry leaves and the background is oak branches and natural stumps.

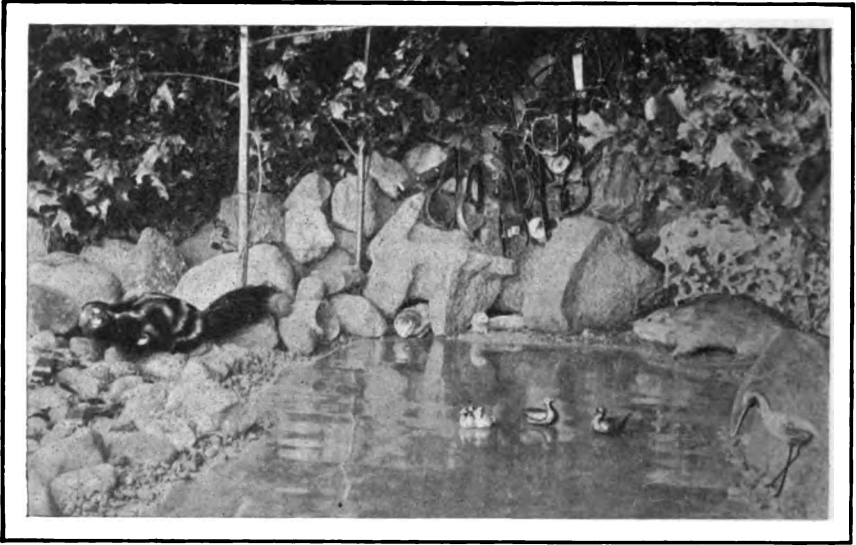


FIG. 131. SCENE SUGGESTIVE OF THE FOREST MAKES STRIKING SETTING FOR ANIMAL TRAPS; USED BY A. J. HOFFMAN, MURRAY, IOWA.

Such displays, while not expensive require a sympathetic study of the story to be told in order to achieve the best results.

SCENIC

In this display (Fig. 129) it is evident that the thought is to call attention more to the goods than an attempt at scenic effects.

The hunter's cabin set snugly in between the trees, in miniature, is suggestive of life amid the primeval. Such is intended to arouse in the man with primeval instincts (and there are few real specimens who do not have such) the impatience to be off and away.

The goods displayed are only sufficient to be suggestive and teasing.

To secure with the aid of a trusty rifle, a handsome bear skin rug for ones own fireside is certainly a tempting suggestion and a cruelty to the real sportsman who is without a vacation.

This display is admirably adapted to a small window and can be easily and quickly made.

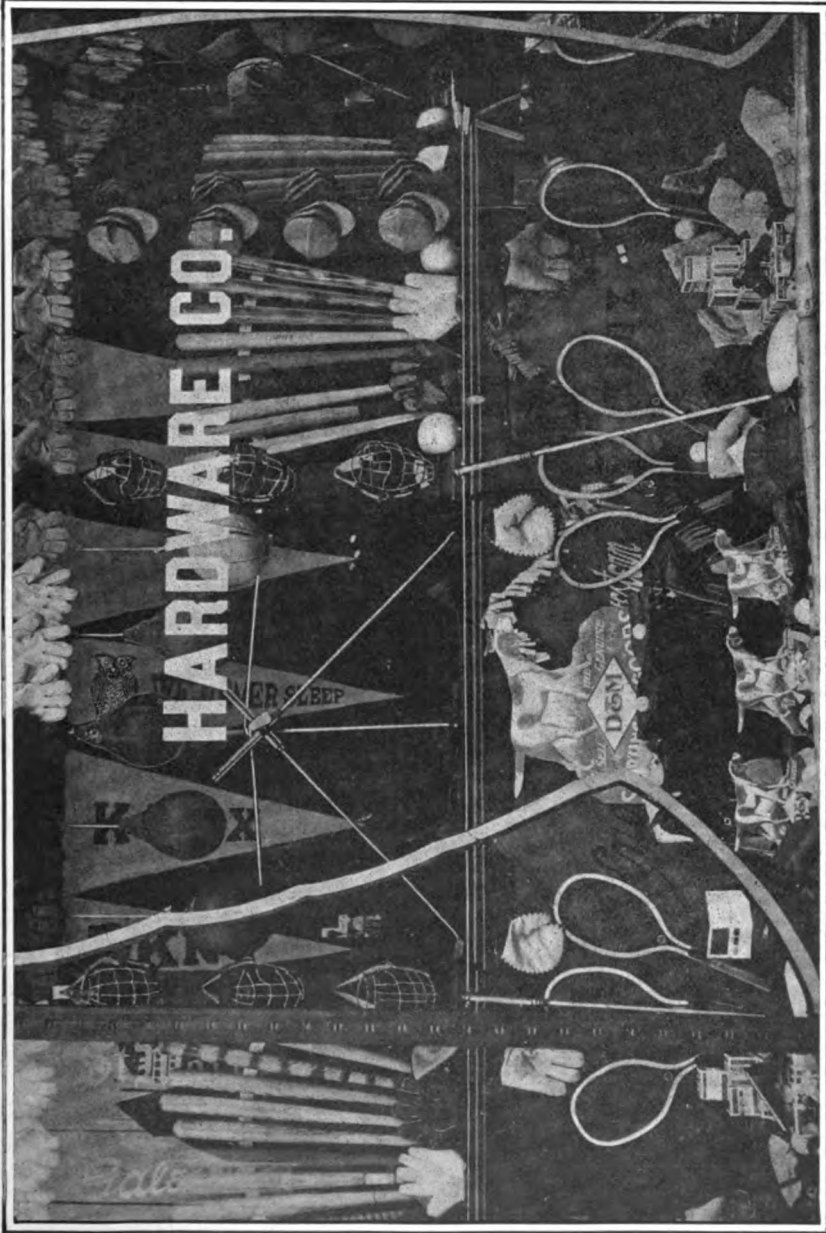


FIG. 132. A VARIETY OF SPORTS ARE REPRESENTED IN THIS WINDOW DISPLAY WHICH WAS MADE IN THE STORE OF CHURCHILL HARDWARE COMPANY, GALESBURG, ILL.

Where space is available, the same materials can be used to produce a more striking effect.

The log cabin can be constructed on much larger lines, the skins nailed on the door or sides, the snow shoes hung on a peg driven into the logs, the guns stood up against a stump or side of the cabin, the revolvers, knives etc., stuck into or laid on a crude bench before the cabin and so on. In this case a background showing painted mountain and forest scenery is almost necessary, but would certainly produce a display to be talked about and remembered.

A very attractive and interesting scenic display is here developed (Fig. 130).

In the foreground is shown a tent, fishing tackle, guns, rocks, etc.

The delusion is perfect at the bottom but lacking at the sides and top. This could have been easily avoided by hiding the top of the canvas behind draperies, which in this case could have consisted of fishing nets closely draped. As it is evident the author intended such should be exhibited.

Another small touch could have been given by using the side of a packing case or box for the sign in the foreground. A delusion to be real must be complete.

A good illustration of what can be done with a scenic display in a small window is here shown (Fig. 131).

The central point is a small pool surrounded with rocks, trees, underbrush, etc. To give the display life, stuffed animals are placed in appropriate attitudes. Hanging over the rocks at the back of the pool, are sample traps.

The plan is well worked out and the display is both attractive and interesting.

Two minor changes, however, could be made which would add to the realism. If young, live ducks had been used, the moving feature would have been added. Again if the traps had been set in natural positions, yet fixed so they could not spring, they would have contributed much more to the realistic.

GENERAL

Here two thoughts are illustrated (Fig. 132). Color is given to the display by the use of banners. By making a class of merchandise perform the function of draperies, attention is not only called in an especial manner to the goods but time consumed in draping is made to serve a double purpose.

Again, by the shelf placed through the middle of the display, the perspective has a double focus, thus in a way drawing added attention to goods displayed.

To make the most of small space and yet not to make it appear crowded is the thought here illustrated (Fig. 133).

Here ammunition is the feature. Just a few of the most important lines are given representation so as to be suggestive of the lines carried in stock.

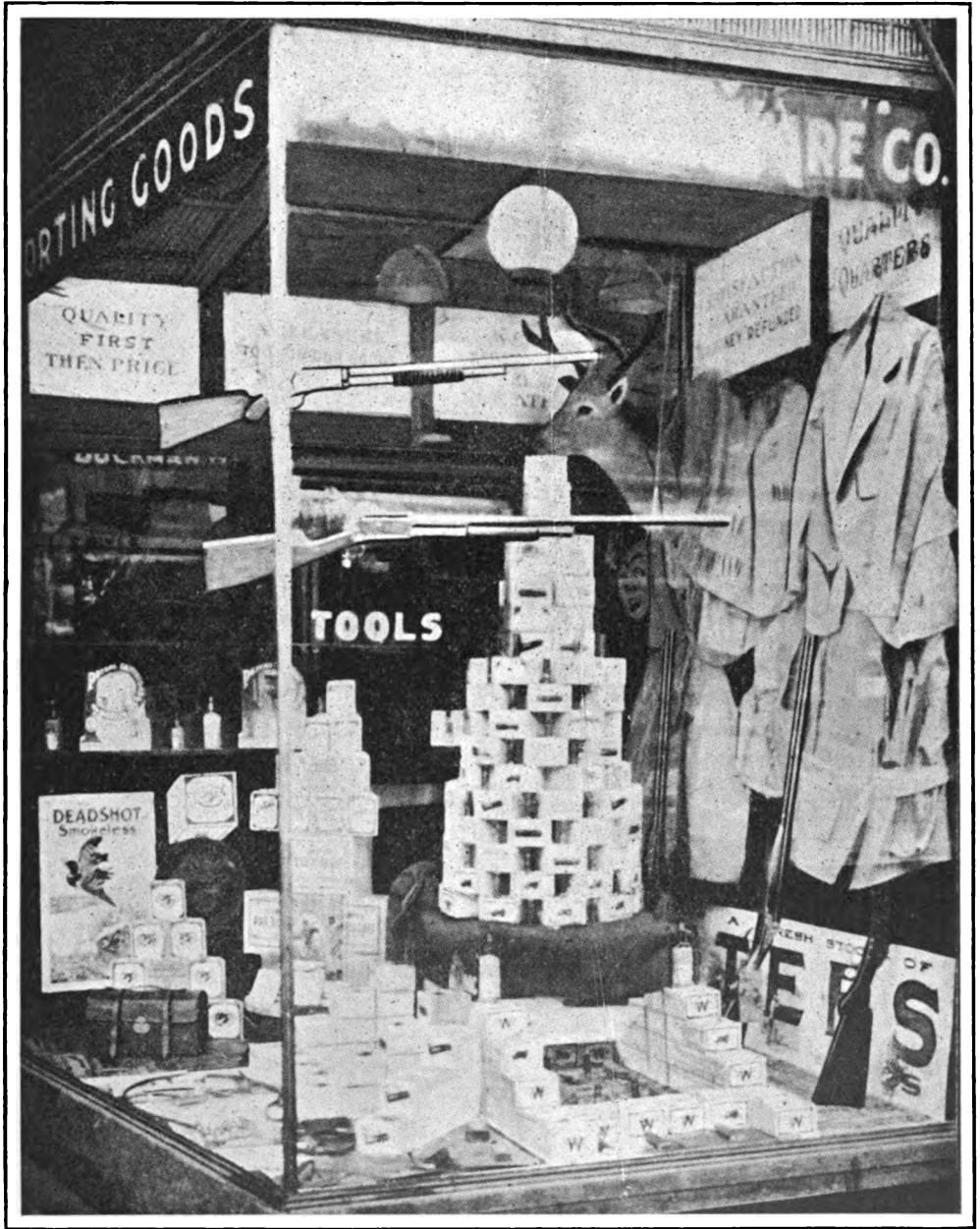


FIG. 133. DISPLAY OF GUNS, AMMUNITION, HUNTERS' CLOTHING, ETC., WITH SHELVES AT THE BACK; USED BY BUCKMAN HARDWARE COMPANY, FARGO, N. D.

On the walls are displayed cards preaching brief impressive sermons. The shelving on one wall affords prominent display facilities for sundry articles.

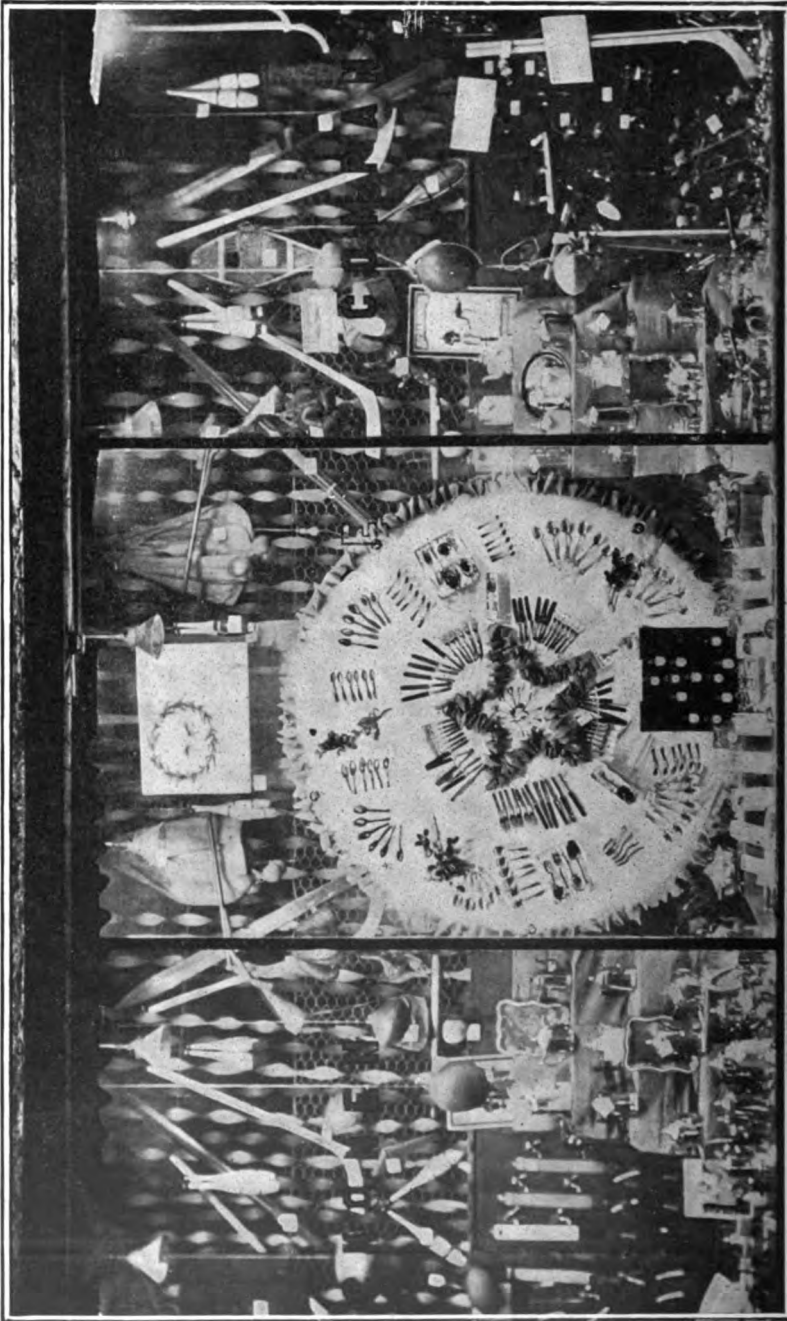


FIG. 134. CHRISTMAS DISPLAY WITH REVOLVING WHEEL IN CENTER AND AUTOMATIC RED AND WHITE LIGHTS; USED BY KECKONEN HARDWARE COMPANY, CALUMET, MICH.

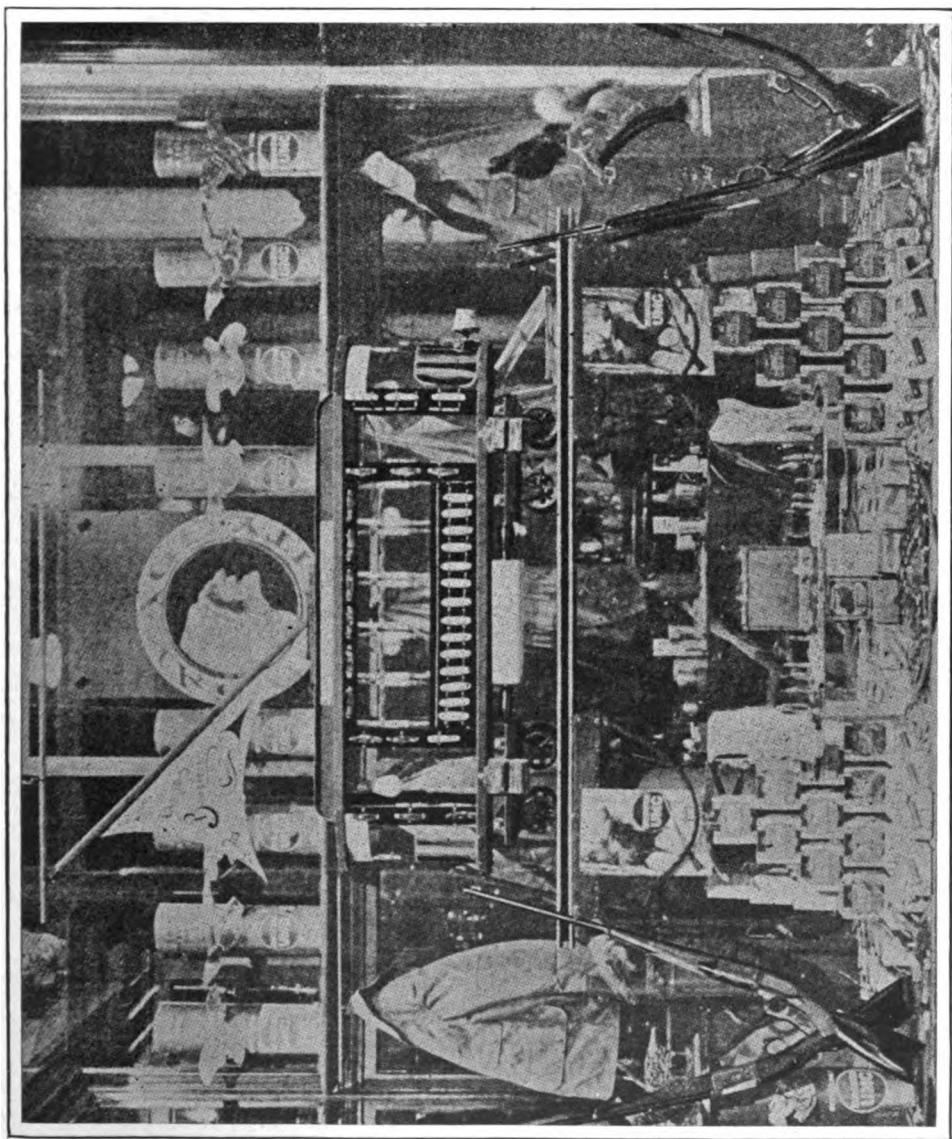


FIG. 135. ROBERTS HARDWARE COMPANY'S (UTICA, N. Y.) EXHIBIT ON "UTICA DAY." THE STREET CAR CONSTRUCTED OF HARDWARE OUT OF STOCK BORE THE NAME, "UTICA CUTLERY LINE."

The other giving proper space for displaying of clothing. The floor is a little too crowded. More of these goods should have been given space on wall with shelving.

To give the window over largely to one class of goods but give others prominent position, and at the same time use them as head lines, as it were, to the whole display, is the scheme here carried out (Fig. 134).

The general effect is attractive and by the use of terraced background, the more important are given featured positions. The author, however, evidently catered more to the artistic in the selection of goods than to those most desirable to advertise. The floor is a little too crowded and miscellaneous to give those there placed proper representation. If they had been grouped a little better, they would have added to the general effect and have received more personal recognition.

This emphasizes the advantage of shelving on the back wall (Fig. 135). The top shelf being given over to one line of goods and the center piece, or perspective being the trade mark of the goods.

In the center is reserved for small articles well grouped and not too crowded.

The floor is tastily arranged in a perspective manner, Just enough guns are shown to creditably suggest the line. Placed, as a decorative feature, are stuffed animals on window trim fixtures.

This display (Fig. 136) caters to the artistic. It is given color by the use of ribbons backed by grill. Here is a good illustration of the effect produced by displaying only one line of goods at a time and not crowding the display. The background is narrowed into a broad perspective affording display, in featured form of sundry articles.

The floor contains three groups which emphasize certain other articles. It also illustrates how a small space can be partitioned off, in a large window, and feature attractively a certain line.

If it were not that it was intended to feature a certain line of goods, this would be placed in the artistic class (Fig. 137).

The general effect is cheerful, airy and more or less artistic. It is a splendid example of spirit display. It is to herald the approach of some college or school festivity and has entered into the spirit of the occasion.

Such displays need not be confined to such events. They may be tempting reminders and suggestions of possibilities in the way of room or den decorations. In a college community such a display would net returns.

ARTISTIC

A good illustration of what can be done in the draperies, in an artistic way is here shown (Fig. 138).

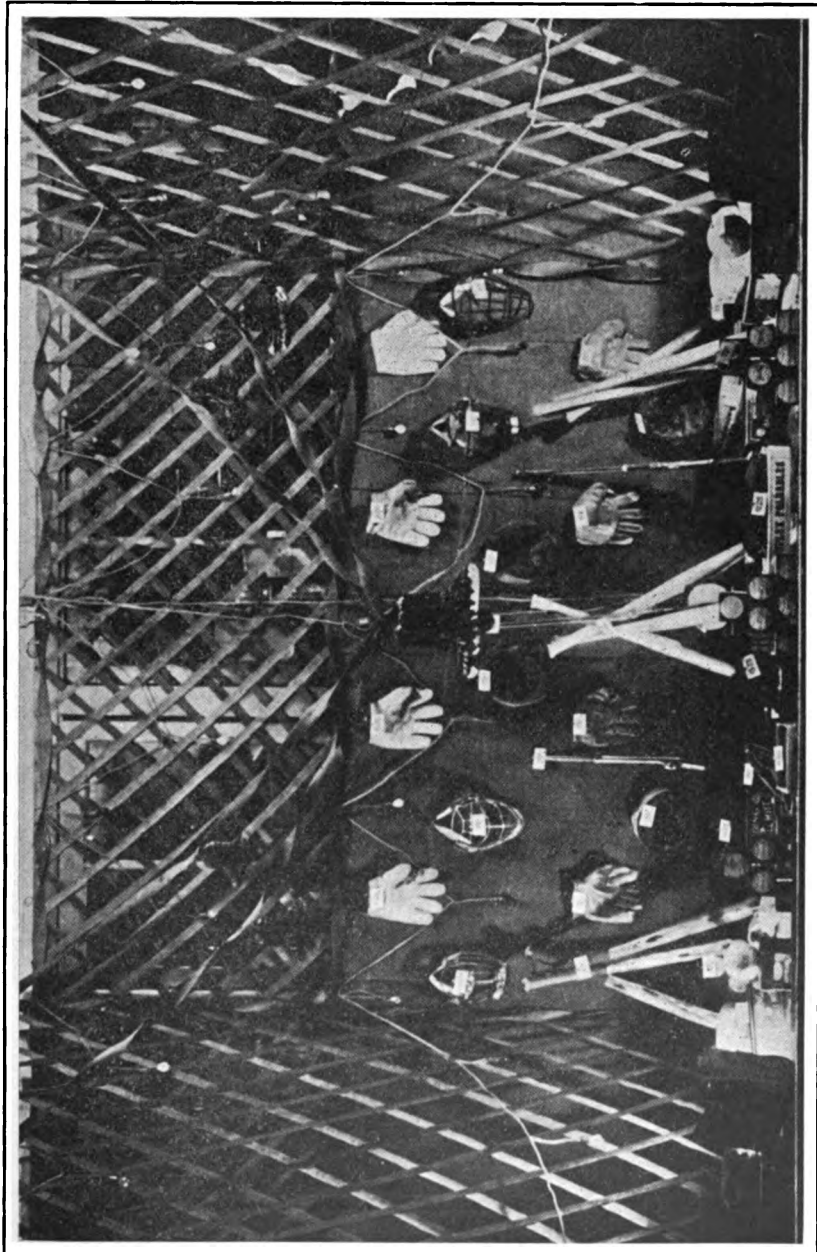


FIG. 136. BASEBALL IS A FAVORITE GAME IN HONOLULU AND E. O. HALL & SON'S STORE IS HEADQUARTERS FOR THE PARAPHERNALIA.

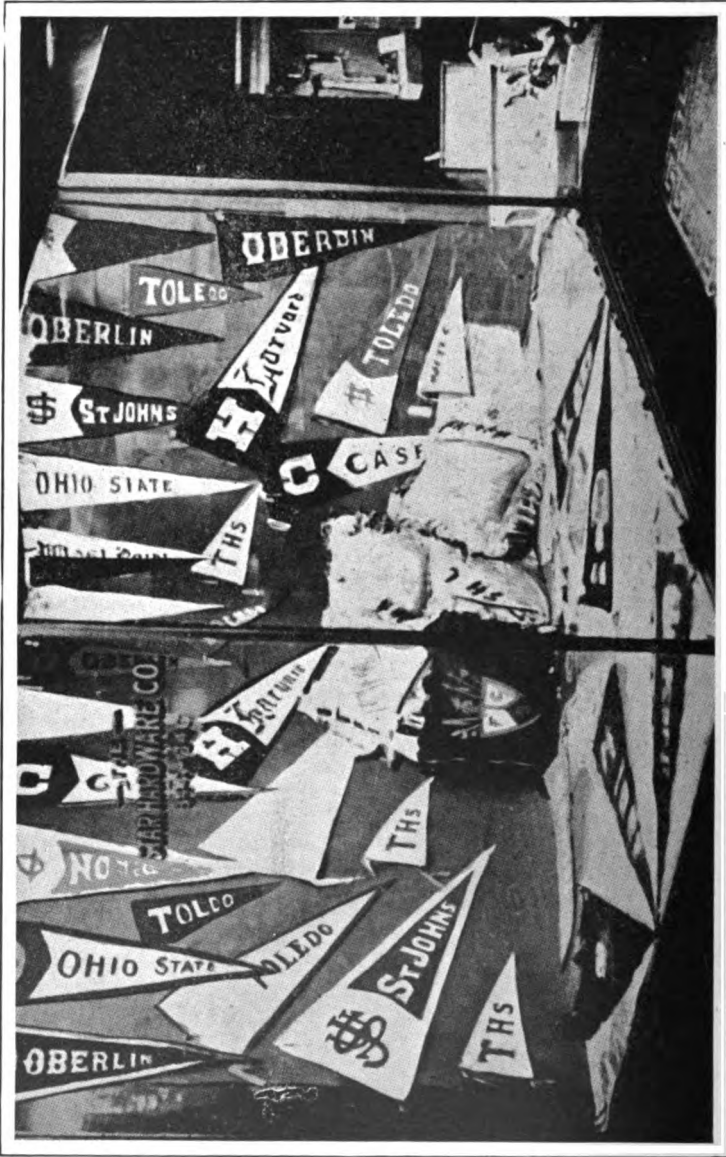


FIG. 137. APPEALING TO THE COLLEGE SPIRIT, A WINDOW WINNER OF THE STAR HARDWARE COMPANY, TOLEDO, OHIO.



FIG. 138. AN ATTRACTIVE DISPLAY OF GUNS AND AMMUNITION DESIGNED BY JOHN D. FRANK, WITH WALTHER-WILLIAMS HARDWARE COMPANY, THE DALLES, ORE.

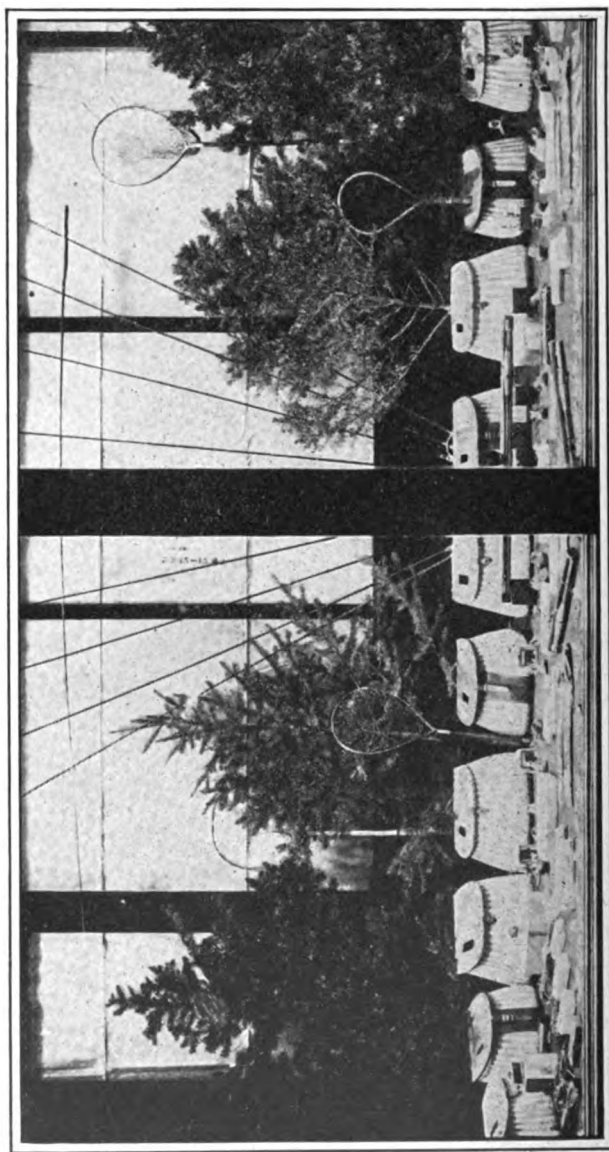


FIG. 139. FISHING TACKLE FORMS AN IMPORTANT PART OF THE KALISPELL MERCANTILE COMPANY'S STOCK. IN THE
HEART OF A FISHERMAN'S PARADISE THIS CONCERN LOSES NO OPPORTUNITY TO ADVERTISE ITS
WELL ASSORTED STOCK THROUGH ITS WINDOWS.

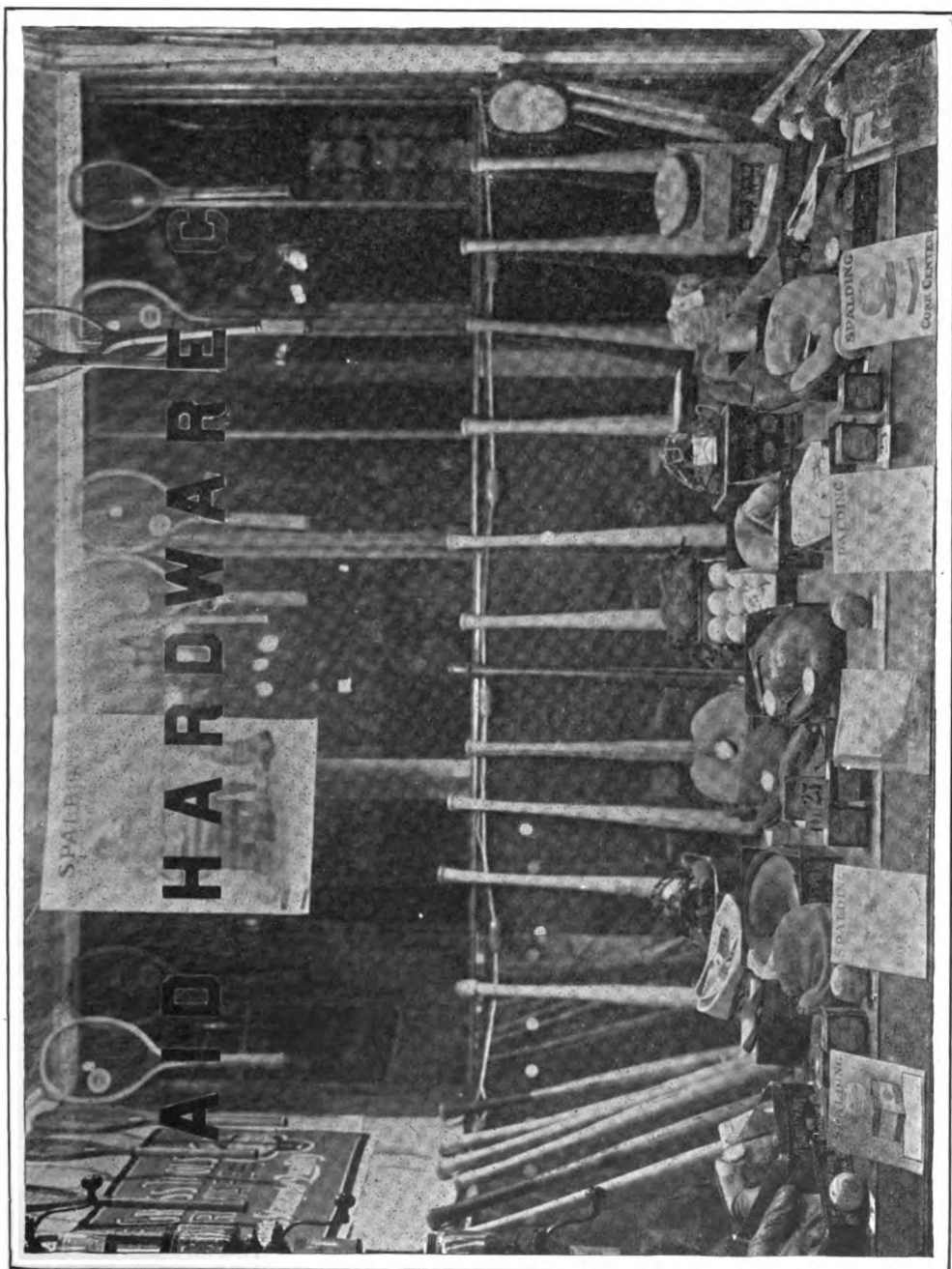


FIG. 140. AN APPEALING DISPLAY OF BASEBALL GOODS.

Here the perspective is divided by shelving in such manner as to feature each section. The leaves on the draperies produce a dainty effect and the wild animals lend sufficient of the realistic to produce the suggestive.

The exhibit is not crowded thus displaying, to the best possible advantage, the goods shown.

Here is another illustration of a neat, well arranged and tasty window (Fig. 139).

The thought here is to produce both a suggestive appearance in an artistic manner and to accomplish this with the least outlay of time and expense.

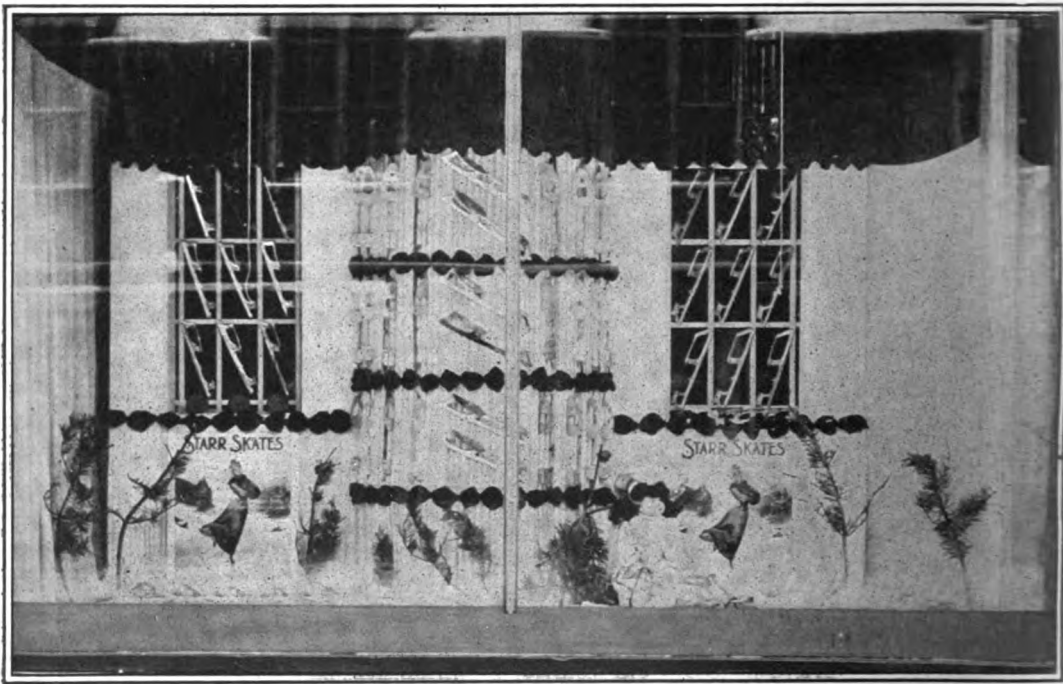


FIG. 141. AN ICE SKATE WINDOW DISPLAY FROM ALBERTA, CANADA; USED BY MARSHALL HARDWARE COMPANY, LTD., MEDICINE HAT, ALBERTA, CANADA.

It is a window which will attract attention and in doing so will direct the attention so secured to the goods displayed.

This illustrates a form of display which can be classed as practical (Fig 140).

The thought here being to display a quantity of goods in such a manner as to feature by simple arrangement.

In this display as in all other shown, a good idea or example of a general principle is to be had. That, to display a large quantity of merchandise, and to keep it from presenting the appearance of a junk shop—or storehouse, some such scheme as here used, to separate into groups, each having distinct

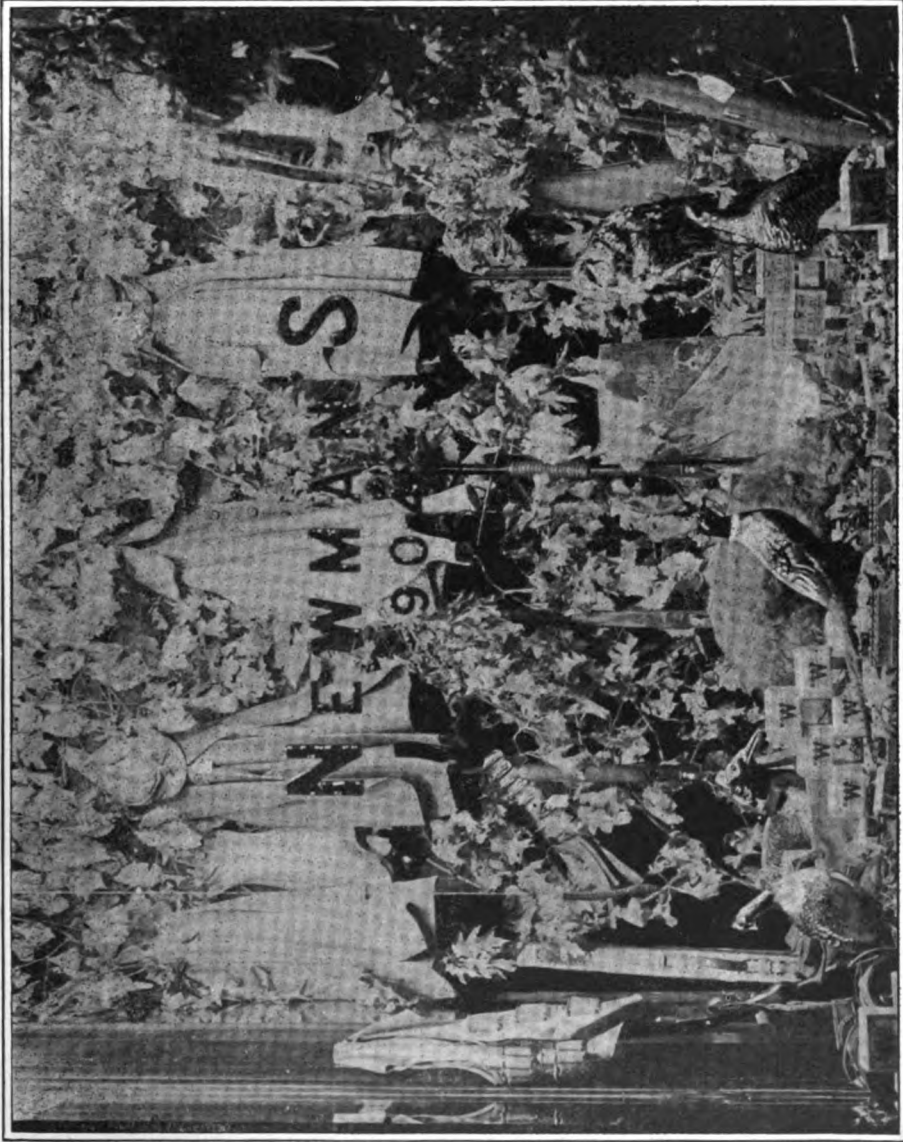


FIG. 142. HUNTING DISPLAY JUST PREVIOUS TO OPENING OF SEASON; USED BY NEUMAN HARDWARE & STOVE COMPANY, COLUMBIA, MO.

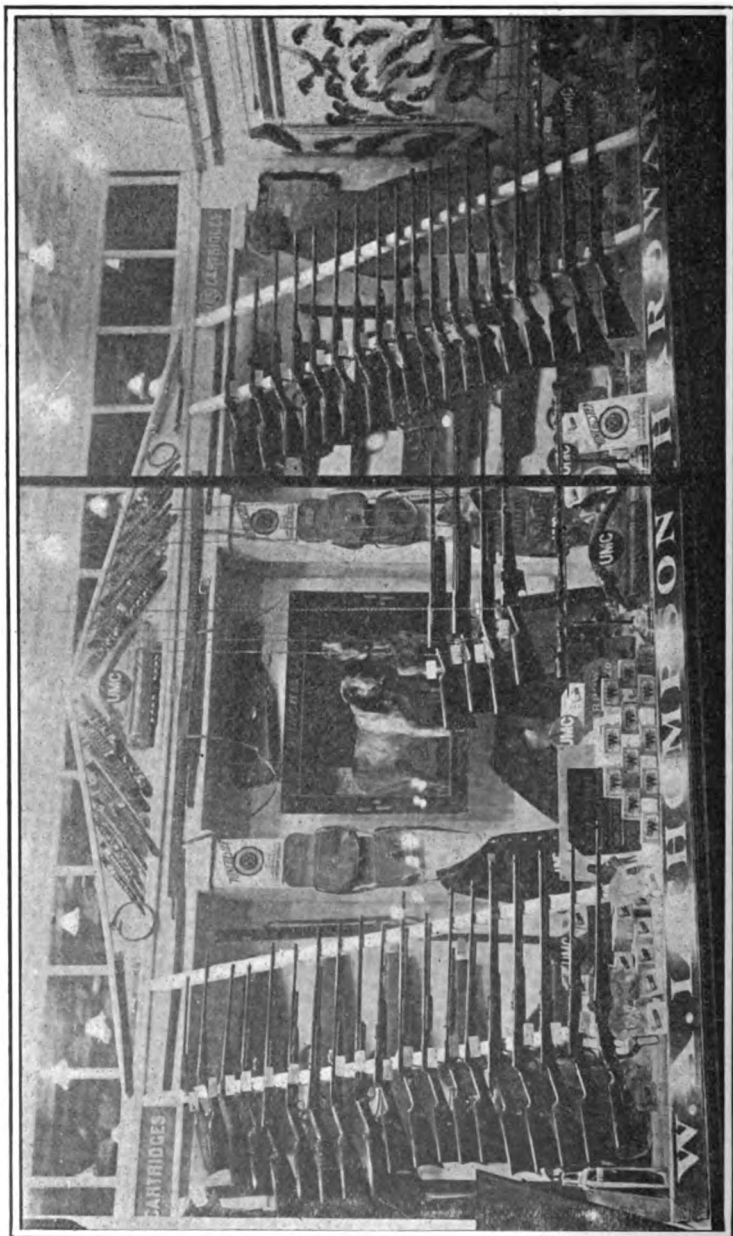


FIG. 143. FALL SPORTING GOODS WINDOW OF W. A. T. THOMPSON HARDWARE COMPANY, TOPEKA, KANSAS.

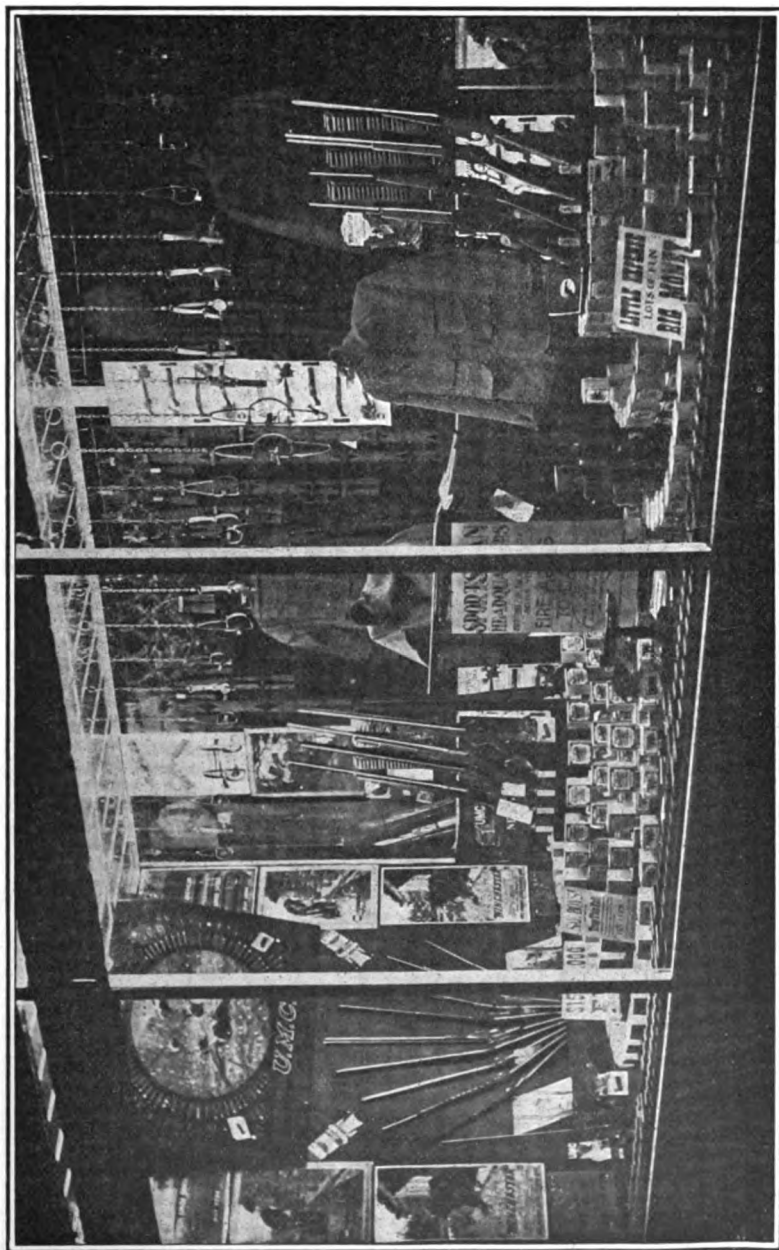


FIG. 144. HUNTING WINDOW IN MONTANA THAT SOLD THE GOODS SHOWN. THE BACKGROUND, SIDE WALLS AND FLOOR WERE COVERED WITH RED CLOTH. PARK COUNTY HARDWARE COMPANY, LIVINGSTON, MONT.

tive decorations or arrangement, is necessary. The floor, above all, should not present a crowded appearance.

As an example, of a neat, tasty and with all, classy display, that here shown (Fig. 141) would be difficult to surpass.

Here one line of goods is featured, and in such manner as to call attention to the goods, yet, not insufficient quantity to glut the window.

This arrangement impresses with the artistic taste shown in the window itself, yet, preaches its silent, yet convincing sermon, relation to the merchandise.

While the artistic display (Fig. 142) is, properly speaking, one which aims to exhibit no special line of goods, yet, each class can partake of the artistic and thus perform two offices. To give tone to the store in general and feature a line which is seasonable.

Here, such is the aim. Autumn leaves, game, birds, from the wild-wood, and other suggestions of the hunter's paradise, are temptingly and suggestively displayed.

GROUPED

It is sometimes difficult to display a large number of one article and at the same time give each proper representation. This is especially true of guns. But here (Fig. 143) this is accomplished in a most effective and withall, dignified and pleasing manner.

The slanting racks afford a simple and easy solution. The perspective is ornamental and gives a fitting setting to the whole display.

The off corners are occupied with sundry goods and the main floor space not too crowded or chaotic. Such displays convey the idea of high standard, not only of goods shown but of the store in general.

As an example of a clear cut, well arranged and grouped display, the display here shown (Fig. 144) is not easy to excel.

For while the quantity of goods displayed is considerable, yet the confusion so prevalent in many displays of this nature, is absent.

The perspective is here given in a prominent advertisement or announcement of the line. Guns are well represented, but, so grouped and separated as to, in a way, feature each. The other lines are so placed and arranged as give proper representation, yet lend a systematic, neat, and interesting effect to the whole display.

Here (Fig. 145) is shown another window display of sporting goods, this one having artistic features. A portion of the background was formed by two landscape panels, with silver birch trees in the foreground. Autumn leaves and chrysanthemums, effectively grouped, carried out the idea of the fall season. Attractive display cards, neatly framed, were placed among the hunting goods that were grouped in small eye-catching displays. The center group consisted of rifles stacked under three electric light globes draped with a fringe of colored paper.

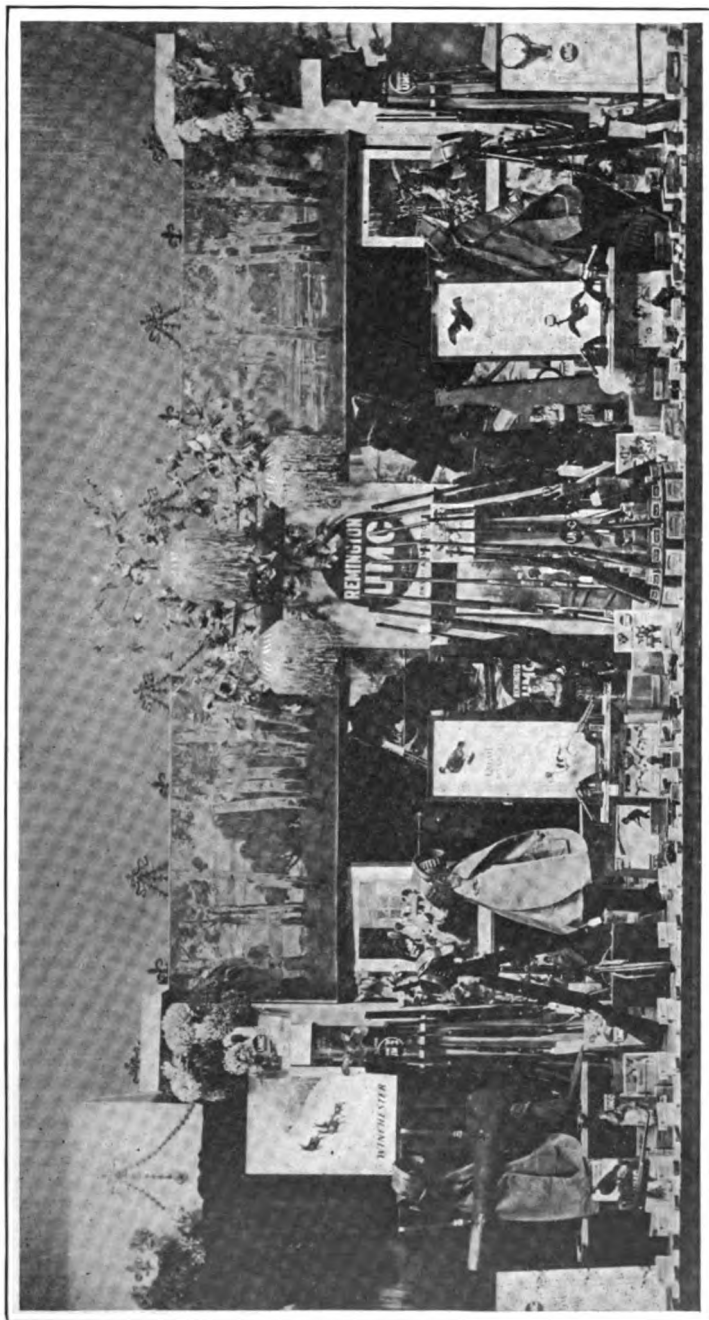


FIG. 145. EXCELLENT HUNTING GOODS DISPLAY BY PHELPS-DODGE MERCANTILE COMPANY, DOUGLAS, ARIZONA.

Stoves

IT IS customary with the most successful concerns, in order to obtain the true overhead costs and distribute same properly to the goods carried in stock, to divide the total investment, whether it be in the building and grounds occupied or the rent paid, by the number of square feet of space available on the floors and walls. This will produce a flat inventory on each foot.

This space is then graded according to location. It is very easy after this has been done, to add the overhead charge to any article or line of goods carried. But unless this is done, no accurate or just cost price can be determined.

The window display space, naturally must bear the highest rating. Consequently it is important that goods consuming space, be carefully selected for the display window. Stoves are a line which take considerable space, so in planning the display it is important to take into consideration the items which are most likely to attract and secure orders. For this reason it does not necessarily follow that the stove which presents the most elegant and showy appearance is the one that will sell the most goods, or if so, would produce the greatest amount of net profits from the total sales.

Unless it be intended solely as an artistic display, the selection for the window should fall on the article which is most likely to be most popular and profitable.

It is customary with catalogue houses, to feature the articles which offer, apparently, the greatest value at the lowest price obtainable.

Price is no doubt the strongest kind of powder that can be secured to project a sale. Not that the article featured will be sold at the greatest pecuniary advantage, but that it creates interest in the line and good salesmanship is given opportunity to display its ability. For example: A stove which has an attractive appearance, but by its cheap construction can be sold at a startlingly low price, will get trade into the store and into the hands of a salesman, who, by showing comparisons in value and talking points, can deflect the sale to more profitable goods.

It is the habit with some manufacturers, having a force of traveling salesmen, to produce an article having merit and which is offered at a price at or below cost, but never used only in meeting the argument of low prices. They will say if you want cheap goods we can give you something better than that offered by the competition, and then proceed to prove it. But at the same time pointing out that to purchase same would be bad policy.



FIG. 146. A WELL ARRANGED DISPLAY OF RANGES.

It sometimes results in having to sell a bill of goods without profit, and even at a loss, but it demonstrates beyond question your ability to meet competition and the fact that your aim is really and truly to handle only goods of quality.

For after all is said, it is the value that is being paid for, which in most cases does not contain in cheap goods.

This price booster, so to speak, can be handled at little expense as it should be given an inferior position, the more obscure the better, and used only as last resort.

So far we are referring to the small window display only. In such there should be grouped only such articles as naturally go with stoves. Such as a coal hod, lid lifter, poker, ash sifter, floor mat, pipe, etc. These articles tastily

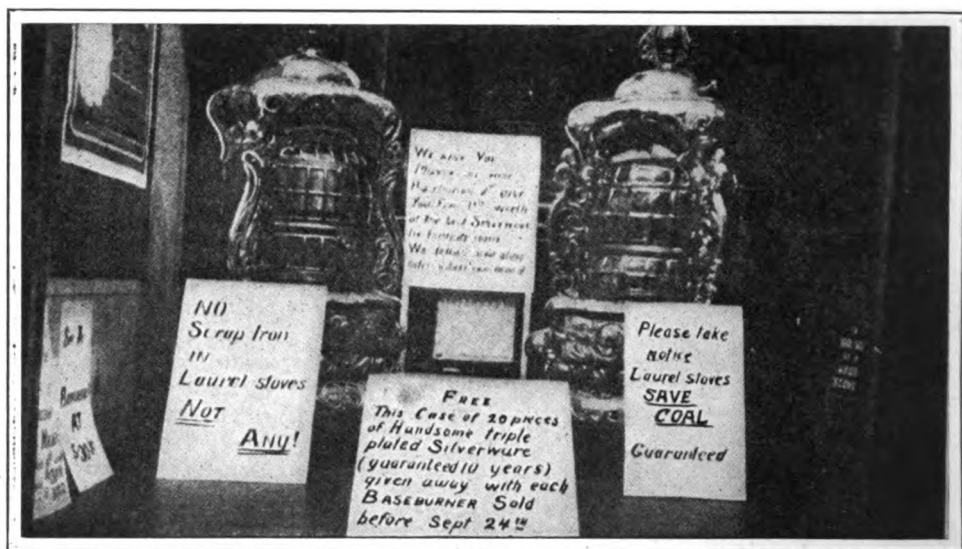


FIG. 147. WINDOW DISPLAY OF BASE BURNERS BY ROSS & HAMLIN, OHIO, DURING SPECIAL SALE.

arranged and the window properly decorated, make a very effective and profitable display.

But in case an exhibit of a full line is desirable, such as an opening display, the whole scheme must be on a much grander and more elaborate plan.

This, of course, takes large space but if properly advertised, it will give the stove sales an impetus which will push it through the season with the most gratifying results.

EDUCATIVE

One of the necessary things in selling stoves is to acquaint the customer with its construction, and the window, being in the capacity of a salesman, should give as much light on that feature as possible. For in doing so, it is accomplishing two objects. First, it is interesting to a customer, and consequently it is relieving, to a certain extent, the salesman in making the demonstration.

In the display here shown (Fig. 146), this idea is well carried out, not only by the parts shown on the floor of the window, but by placards neatly and prominently placed.

There is one suggestion with relation to placards in general that we would make, and that is that those printed and those made by hand, have a relative value proportionate to a printed letter and a personally written one.

The product of the printing press, especially in display advertising, has become so common that it must be something out of the ordinary to attract attention. Consequently, a placard printed, will not have the tendency to attract attention and create interest to the extent that one would made otherwise.

The display shown in (Fig. 146) has many other admirable features. The name of the maker is artistically and prominently featured in such manner as to give tone to the entire window. The window is not crowded, thus producing a clear cut effect, and one which will obtain more than passing interest.

In this display (Fig. 147) the idea of personally written placards is carried out. These placards, in themselves, will arrest attention and create interest which would not have been the result, if they had been absent, for while the two stoves here shown are of a handsome pattern, being more or less showy, they could not have spoken for themselves in anything like the emphatic manner which the placards speak for them.

There is one criticism, however, and that is, that they are not as well placed as they could have been. If the two at the side had been placed further apart and set at more of an angle, they would have permitted the stoves to have shown a bit better.

In display (Fig. 148) will be found an illustration of very interesting exhibit. At the right-hand is shown a miscellaneous exhibit of kitchen ware, with a very large, prominent sign advertising the line of stoves carried. This is also interspersed with hand printed placards and general printed matter. By this arrangement the advertising, through its educative feature, becomes most interesting. In this way, the window not only attracts attention, but has opportunity to tell its story and interest the observer.

At the left-hand side is shown an exhibit of results obtained from the use of the articles exhibited. This is an additional feature which is especially interesting. Any exhibit which can show results would be found to be of extra value. This is especially true of anything pertaining to the household.

The matter displayed in the left-hand side of the window, consists of cakes and kindred culinary products. Such exhibits, while they are very simple to make, are exceedingly interesting and valuable.

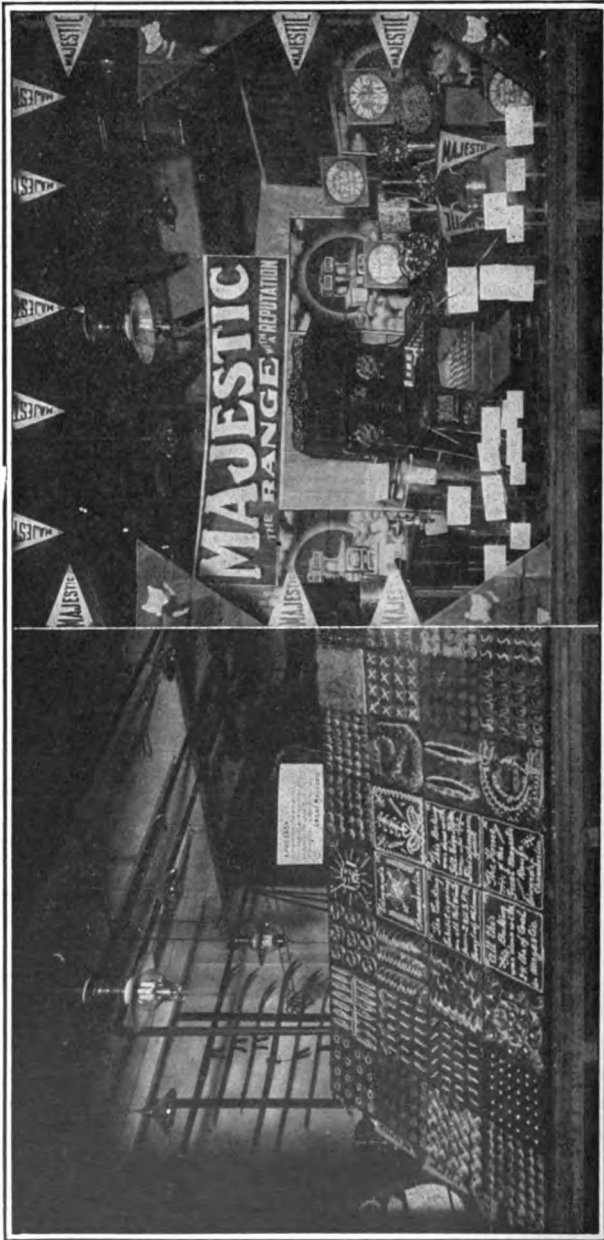


FIG. 148. WINDOW DISPLAYS DURING COOKING DEMONSTRATION WEEK CONDUCTED BY EDWARDS-CHAMBERLAIN HARDWARE COMPANY, KALAMAZOO, MICH.

It is just as important to take pains in properly arranging the advertising matter in a window, as it is the goods. In fact, if anything, it is more important for the reason that it is the educative or spoken feature which it is desirable to call attention to. The advertising matter, will, in itself, call attention to the goods, if it is properly gotten up.

In this display (Fig. 149), there is prominently placed a question, and the answers are given in equally prominent manner, at both sides.

The stove in the center forms a perspective to the display and will, in this manner, receive especial attention, while the two samples, standing at the side, being open, will show more or less of the construction. It will be noted that this is a very simple display, and yet, by absence of miscellaneous goods, is so clean-cut that the mind of the observer is focussed and concentrated upon the subject at hand.

The accompanying displays (Figs. 150, 151) can well go together as a comparison, as they are comparative. It is contrast which frequently makes emphatic the idea which is desirable to convey to the observer.

By this method, the old is shown up in such an unfavorable light when compared to the new, that the desire to have the new becomes uppermost in the mind of the observer.

These displays are not difficult of construction and yet are very effective.

GENERAL

In display here shown (Fig. 152) is a general display in which are features which are both admirable and which are subject to criticism. This display could be well placed under educative for the reason that it appeals strongly, not only with the goods themselves, but with the information relative to them.

One of the serious faults with the display is the arrangement of the goods. Where so large a number is to be displayed, it is necessary that they be so placed that none will be hidden either by advertising matter or other goods. In this display, if a perspective had been arranged and the floor built up with two or three broad terraces, each article would have stood out much better, and the display as a whole, would have been far more attractive. Then the sundry articles could have been grouped in artistic formation by themselves, in the front of the display, which would have added materially to their recognition.

The realistic features are not only educative but attractive. The material was here for a very powerful and profitable display window, and with a little more care and taste in its arrangement, it would have taken a high rating among stove displays. Care should be exercised in all displays to evade, as much as possible, any effect which will convey the idea of disorder, unless it is the intent to make the price emphatic through the medium of disorder.

JEWEL

WHY? YOU SHOULD HAVE A DETROIT JEWEL

BECAUSE

THEY GIVE $\frac{1}{3}$ MORE HEAT WITH $\frac{1}{3}$ LESS FUEL.

THEY HAVE A DOUBLE GUARANTEE, THE FACTORY'S AND OURS.

THEY ARE THE ORIGINAL ORIGINAL DETROIT JEWEL.

THEY ARE OVER 100,000 IN USE IN U.S. AND CANADA.

BECAUSE

THEY HAVE A LARGE THERMOID ADJUSTABLE HEATING FLUE REMOVES EXCESSIVE HEATING FROM THE TOP OF STOVE TAKING THE COLD AIR FROM THE ROOM HEATING AND FILTERING IT AS IT PASSES THRU THE STOVE.

THEY HAVE EASILY REMOVABLE FIRE DOORS.

THE CASTINGS ARE ALL OF AN ALL-STEEL TEST METAL.

THEY HAVE A DOUGHER GRADE STEEL BURNING WITH ASH PITS, WITH GAS EXHAUSTS AND LITTLE SMOKE.

BUY A JEWEL AND SAVE FUEL!

FIG. 149. AN EFFECTIVE STOVE DISPLAY—FULL OF INFORMATION; BY NEW ENGLAND FURNITURE & CARPET COMPANY, MINNEAPOLIS, MINN.

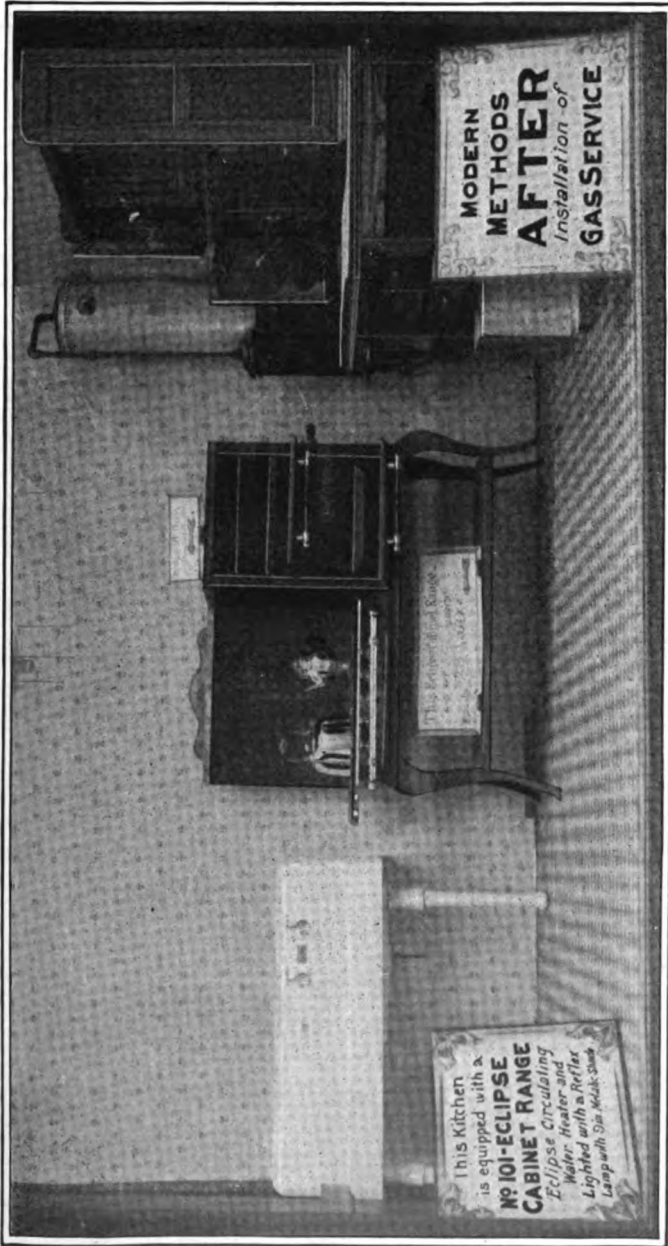


FIG. 150. "THE KITCHEN THAT BRINGS A SMILE THAT WON'T COME OFF." PRINCE FURNITURE COMPANY, ALLENTOWN, PA.

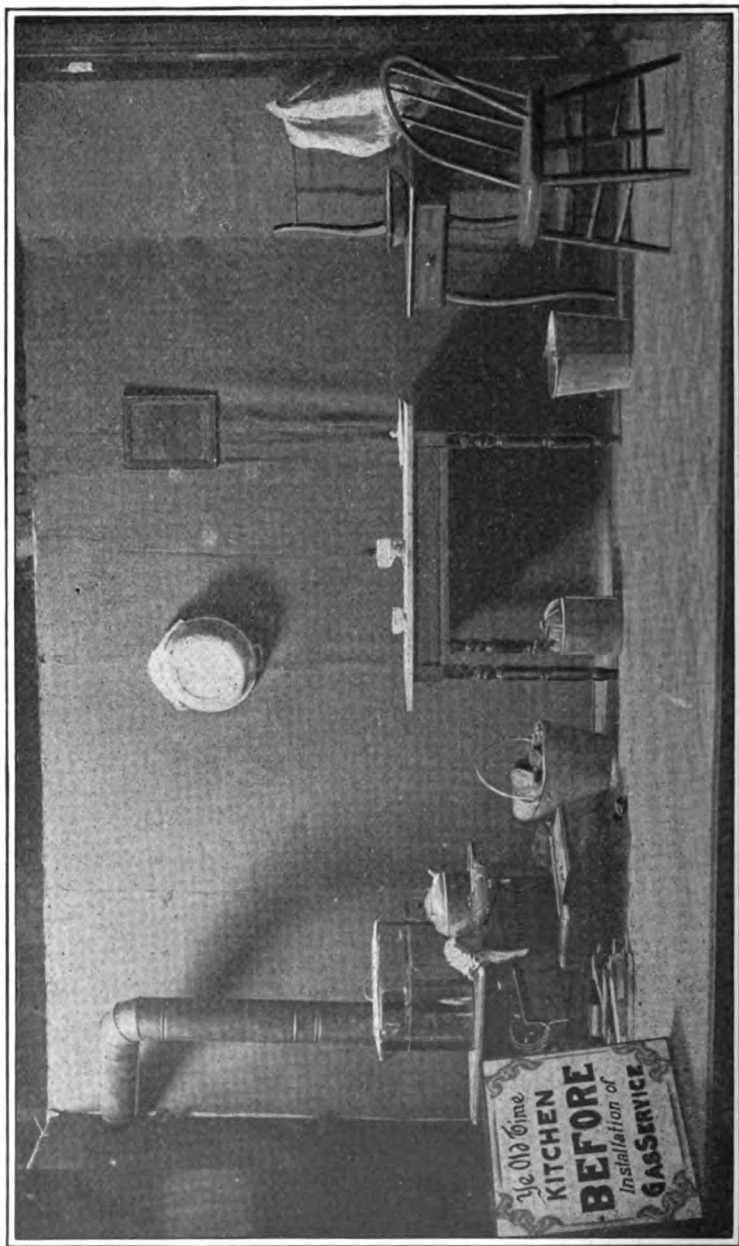


FIG. 151. "THE UNKEMPT KITCHEN WHERE EVERY EFFORT IS RETARDED BY THE RESISTANCE OF POOR EQUIPMENT." PRINCE FURNITURE COMPANY, ALLENTOWN, PA.

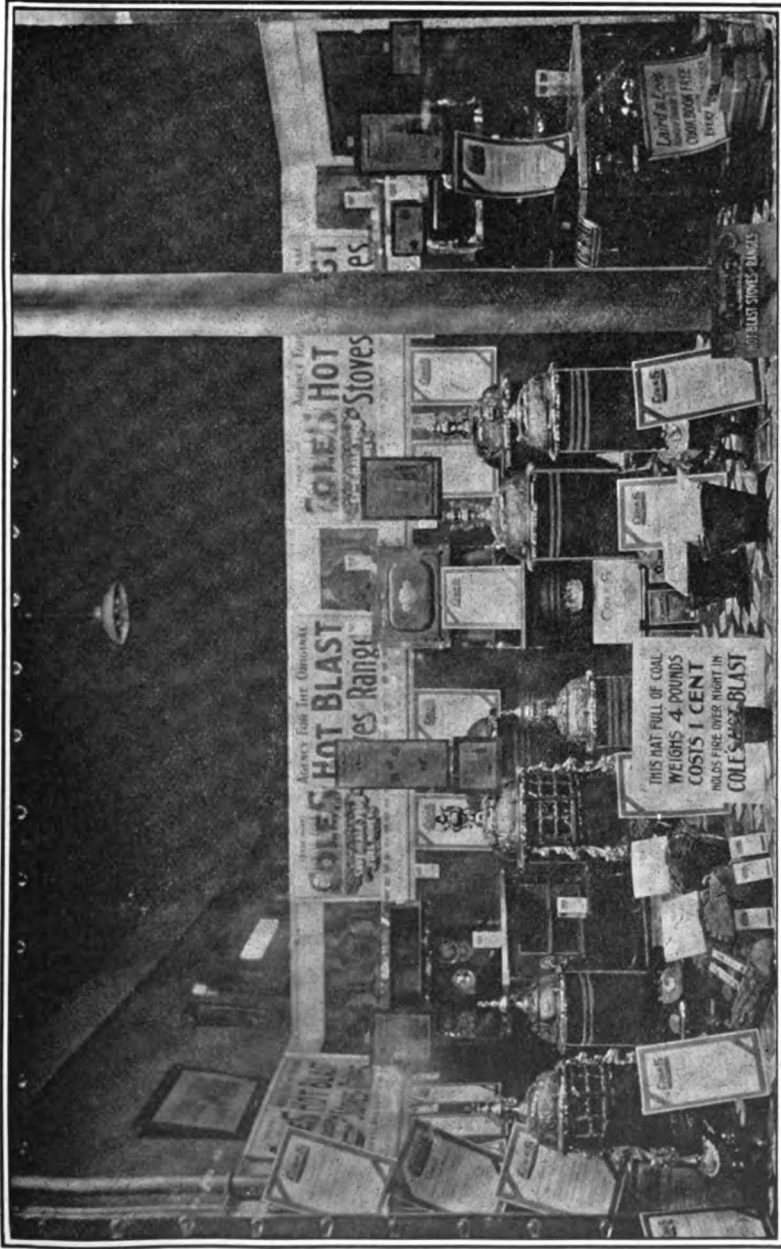


FIG. 152. A DISPLAY OF SMALL HEATERS IN THE HARTMAN FURNITURE STORE, MINNEAPOLIS.

This display (Fig. 153) is a splendid illustration for featuring this class of goods. In fact, the care taken to surround with pleasing effects, has been so great that the display could be rightfully classed under the artistic. Here the perspective is given to one stove and its brand artistically and prominently shown. On either side is an educative display showing the miner taking the metal from the ground, and the factory, where it is converted into the finished product. The pedestals under the stoves are very artistically constructed and reflect an air of neatness and taste, which lends greater attractiveness to the goods themselves.

In this display (Fig. 154) a very effective form of featuring goods is shown. That is by placing each article in a decorated booth by itself. In the first place, the grouping of such booths attracts the eye, and the arrangement of the article in the booth accomplishes the object aimed at, namely to give each article a special hearing. This form of display is especially valuable where there are several articles of equal merit, all of which it is desirable to feature. This idea can be carried out to an unlimited extent in all classes of hardware.

In case the articles had been ranges or large heating stoves, they could have been arranged in semi-circular form, and each stove into a booth with highly reflective draperies having a column between each booth. While such a display necessarily takes up considerable space, if the articles are several in number, yet it gives a dignified beauty and attractiveness which would be difficult to surpass by any other method.

REALISTIC

In this display (Fig. 155), it is very evident that the stove is the only article desired to feature, and while the figure shown is from life, yet the opportunity is offered for illustrating how, with the artificial, the natural pose can be effected. It is a well-known fact that in all efforts to reproduce anything from the real, that the nearer it approaches to exactness in detail, the more interesting and valuable it becomes.

A display of any nature is generally attractive, unless it be gotten up in a very common place manner.

In display shown here (Fig. 156) is a well-arranged kitchen, and the figure is very naturally posed. This is a vital element to be considered in placing figures in any display. The object here is to call special attention to the range, and consequently the figure is placed opposite it. This does not however mean that the other articles would escape notice, for the reason that the display is free of a confused mass of goods.

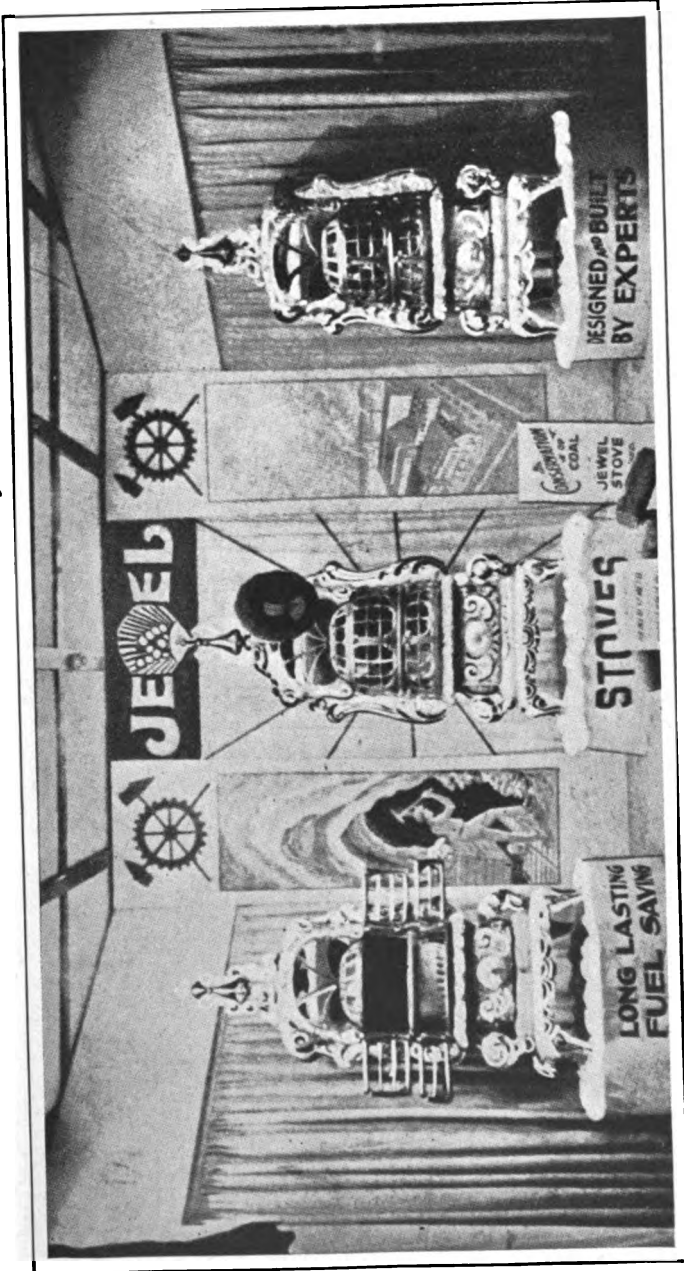


Fig. 153.

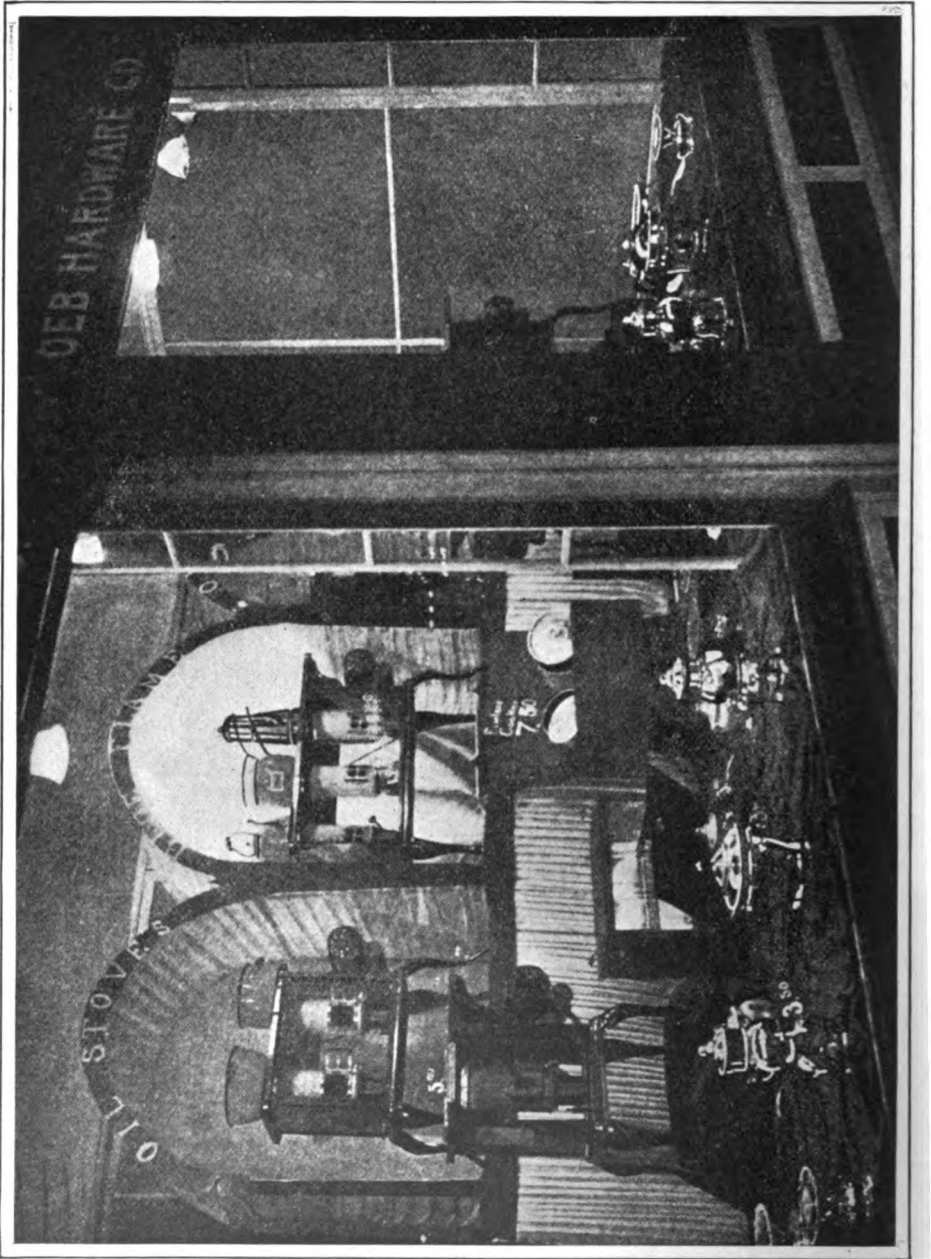


FIG. 154. A WINDOW DISPLAY IN WHICH OIL STOVES AND FIRELESS COOKERS ARE FEATURED.

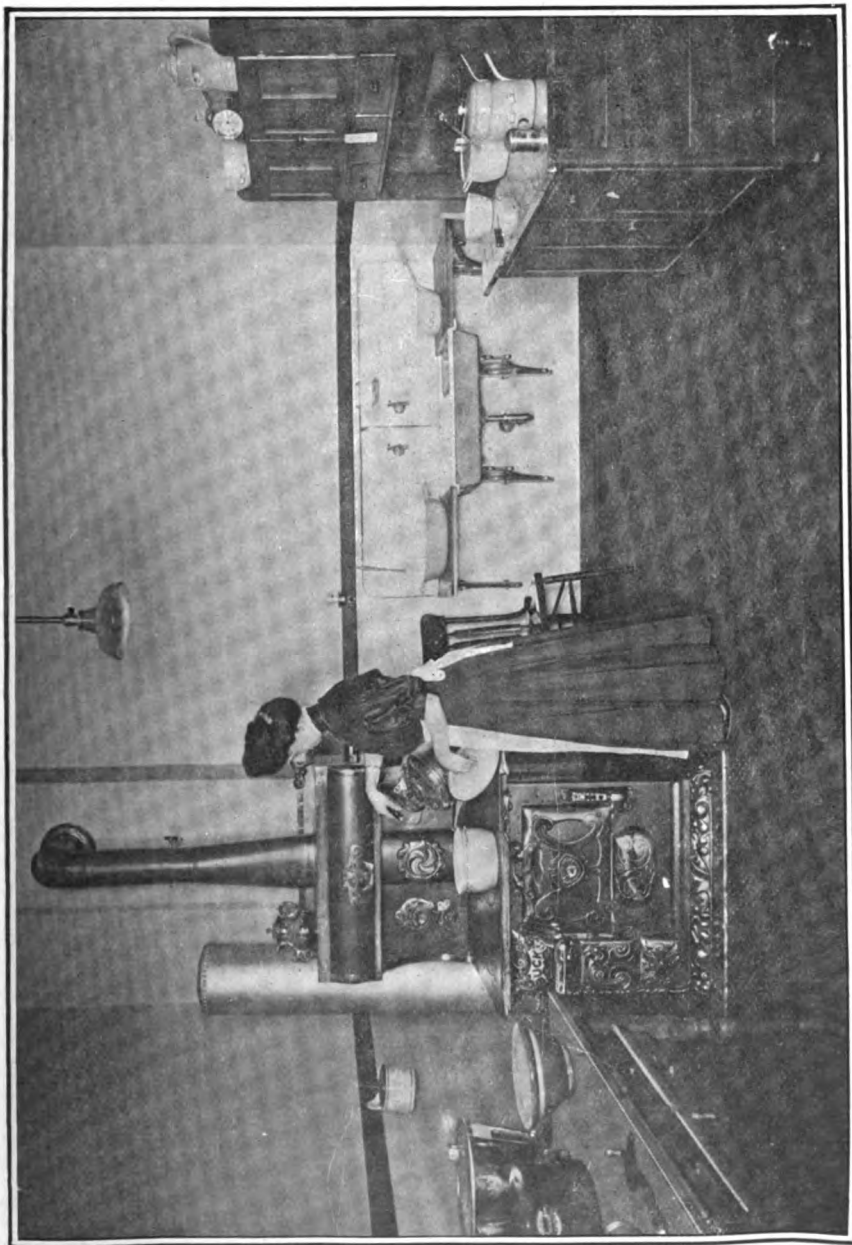


FIG. 155. A MODEL KITCHEN WINDOW DISPLAY.

The stove contains a small variety of articles which naturally go with such, and thus afford a natural opportunity for displaying considerable articles of a hardware nature.

In this display (Fig. 157) is another illustration of natural posing of figures in the realistic. Here a row of coal hods are used effectively as bill-boards, each one carrying its message and speaking its piece for the entertainment and



FIG. 158. AN EXAMPLE OF A FREAK DISPLAY OF STOVE REPAIRS.

edification of the observer. The idea the artist has worked out is the small consumption of coal to operate. This, he has exemplified in various ways.

At the top, as a perspective, he makes a positive, prominent and convincing statement. On each side of this is an illustration which tends to emphasize in a way the statement. Here is found a thought which should be kept in mind in making all displays, that there should be some aim in view, some lesson to be taught, and some fact to be driven home. It must be left to the judgment of the party making the display as how best to effect this.

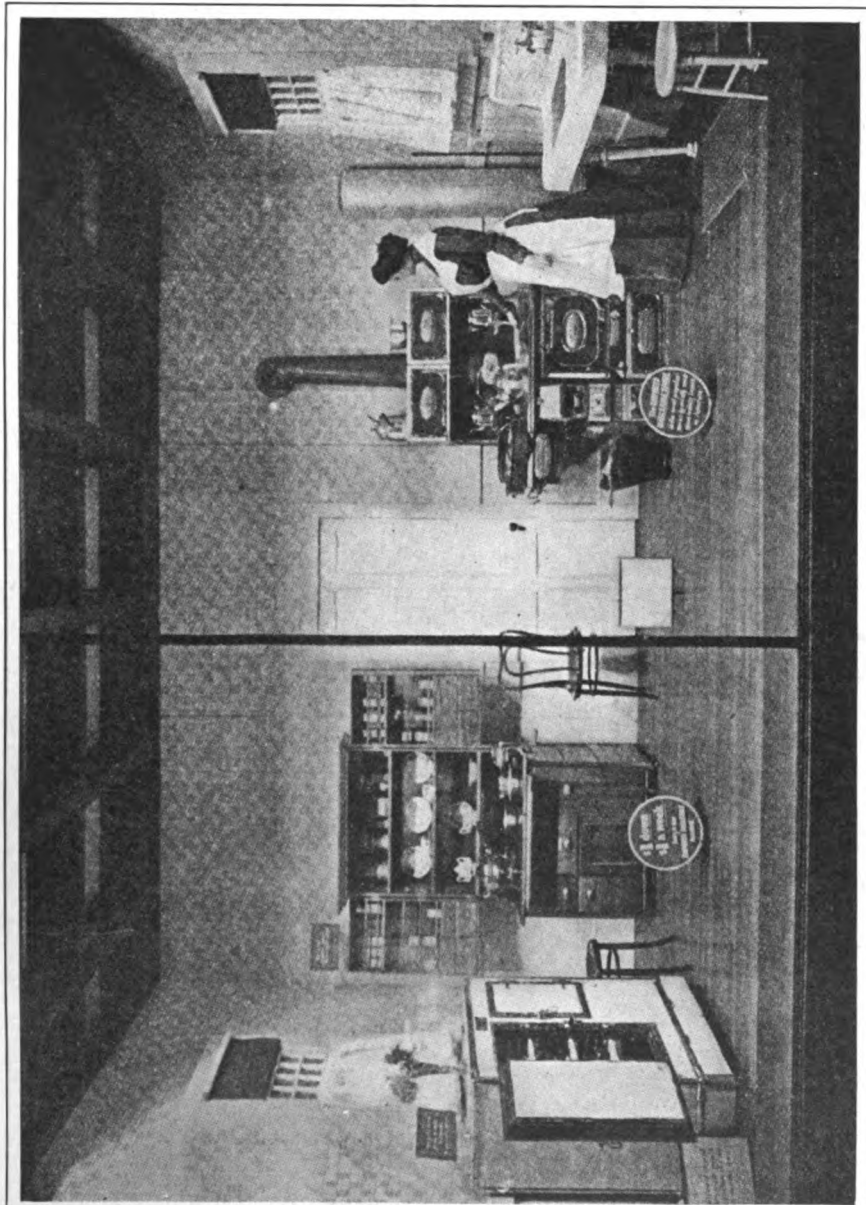


FIG. 156. WELL ARRANGED KITCHEN IN A SHOW WINDOW.



FIG. 157. AN EXAMPLE OF THE REALISTIC IN A STOVE WINDOW TRIM.

In this display (Fig. 158) is shown one of the best examples for using a freak display legitimately and profitably. The thought here has been to emphasize stove repairs in such manner that the line might become more attractive and emphatic than if the freak classification has not been used.

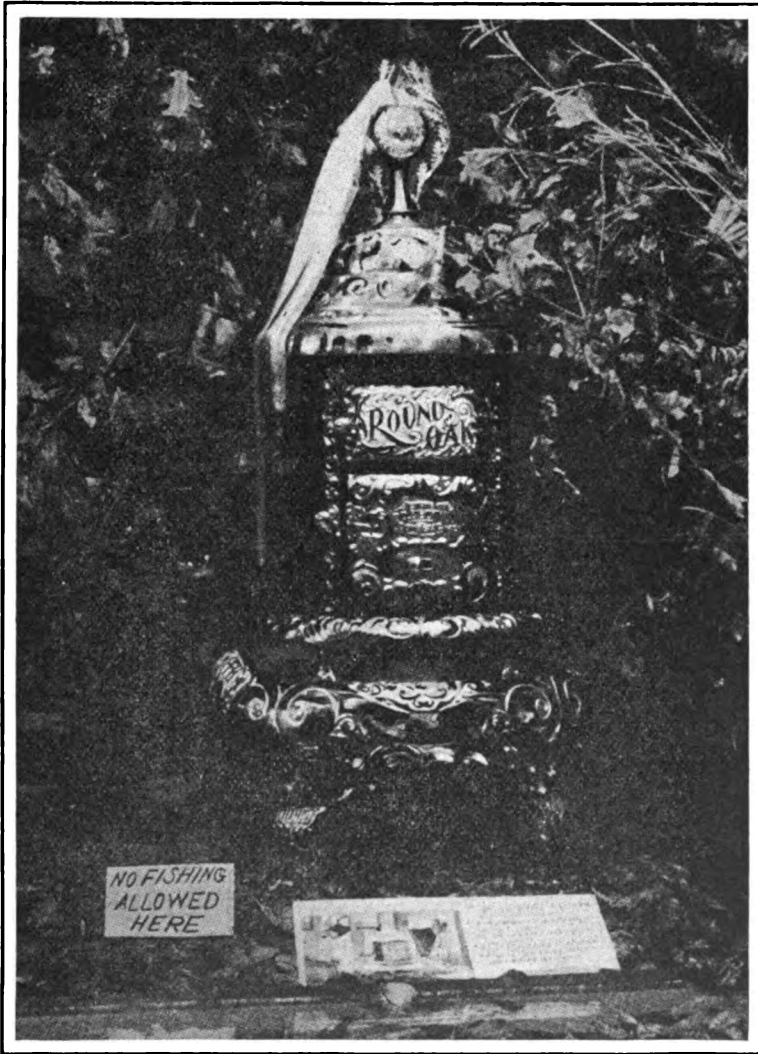


FIG. 159. A DISPLAY WHICH MAKES EMPHATIC THE ENTERPRISE OF THE STORE.

The goods are so arranged that they may represent a large number of articles, but so classified as to make each one prominent.

Where a freak display is used for the purpose of entertainment, largely, or in other words, where the entertainment feature has been upper-most, this

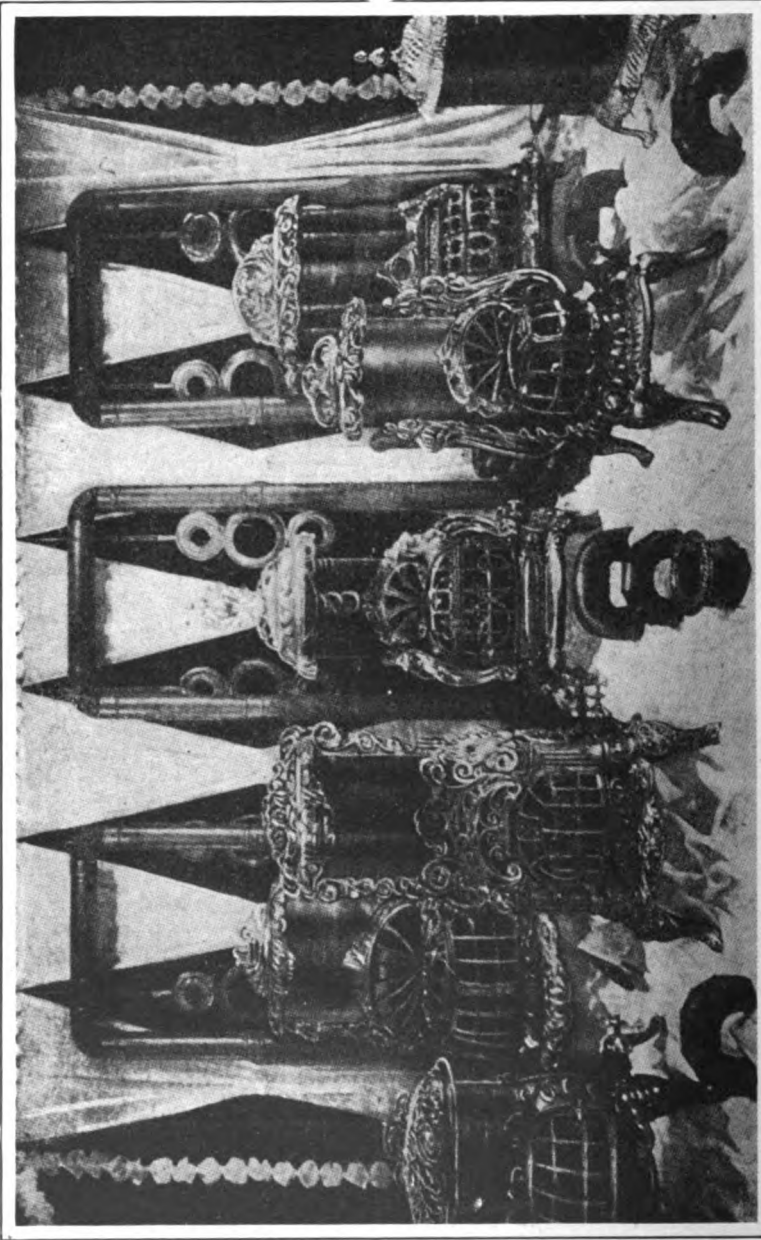


FIG. 160. A STOVE DISPLAY WHICH SHOWS GREAT CARE AND TASTE IN ITS CONSTRUCTION.

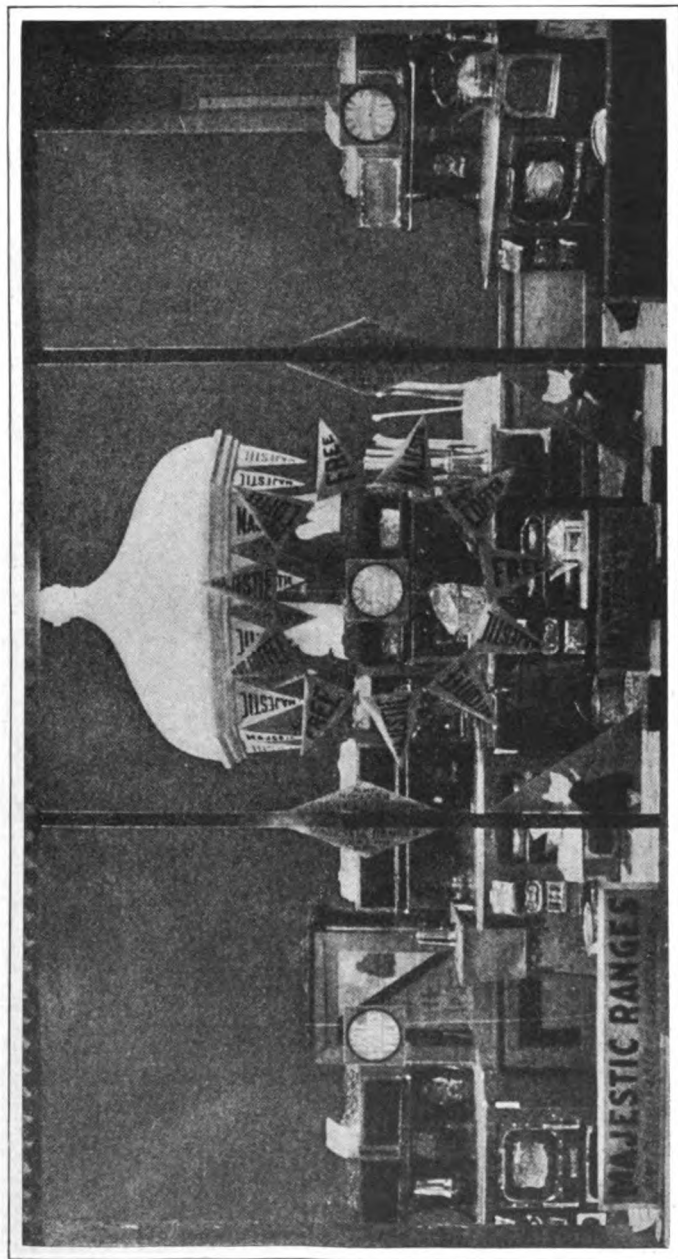


FIG. 161. BARRETT HARDWARE COMPANY, JOLIET, ILL., RANGE DEMONSTRATION.

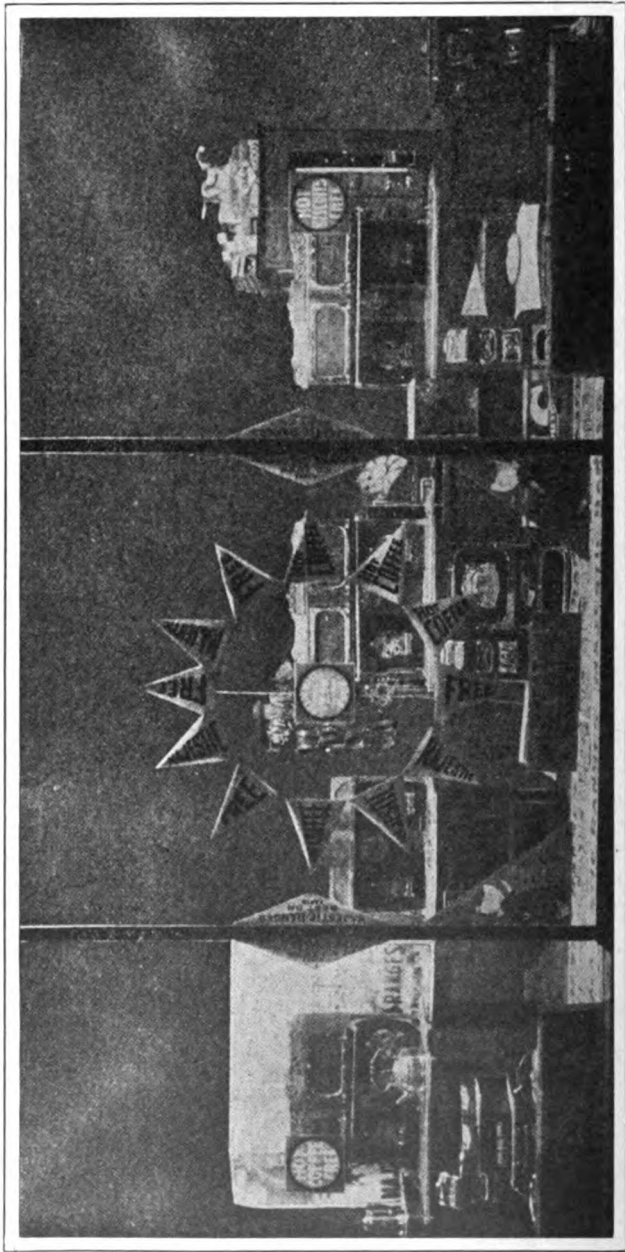


FIG. 162. BARRETT HARDWARE COMPANY, JOLIET, ILL., RANGE DEMONSTRATION.

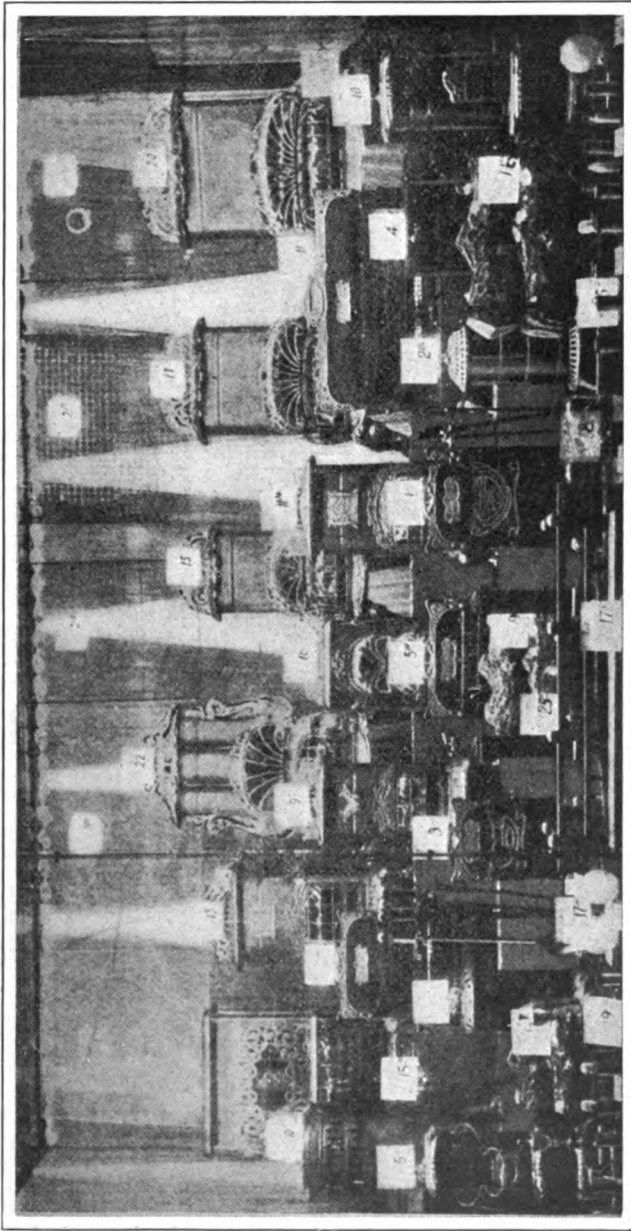


FIG. 163. THIS DISPLAY HAS COMMENDABLE ARTISTIC FEATURES.

thought must be kept in mind. While a free show will entertain the public, it puts but few dollars into the till. But if the display points to the goods and emphasizes them, both as to quality and the variety carried in stock, it becomes a very valuable advertisement.

ARTISTIC

In the display here shown (Fig. 159), the aim here has been to make emphatic the enterprise of the store. Such a display is attractive and its chief value to the store is the promoting of respect and confidence as to the concern's ability and progressiveness.

The sale of goods displayed is only incidental. This form of display is applicable to opening occasions, holidays or times when there may be no special lines to feature.

This display (Fig. 160), shows great care and taste in its construction. Here is well illustrated thought of giving each article prominence, by not hiding it behind some other article. The light colored draperies are very reflective of the dark colored goods, and through this tasty arrangement make a very flattering setting to the goods themselves.

Of course, it is very important, to display a stove properly, that its nickled parts be properly burnished, and the other parts polished to the highest degree. But, if a stove so treated, be placed amid dainty surroundings, its appearance will be increased a hundred-fold.

GENERAL

In the following displays (Figs. 161, 162) attention is attracted by the use of the unique and startling features. The thought here has been that while the articles themselves are interesting, yet it was necessary to produce some feature in the display which would arrest the attention of the observer, and while his attention was thus engaged, draw it gradually to the goods themselves. It is a very clever thought which may be worked out in a multitude of ways.

This display (Fig. 163), while general in its nature, has very creditable artistic features. These are very appropriately arranged to reflect the goods placed before them.

The other prominent thought has been the placing of the price with the article. This is a very debatable question and one which has a great deal of argument both ways. We refer now to goods which are to be sold at regular prices. One of the arguments in favor of placing the price with the goods, is

that an observer may be interested to a small degree, but not knowing the price, **and** not being sufficiently interested to ask, will jump at the conclusion that the **article** is beyond reach in price, and pass on.

While on the contrary, if the price had been given, an order would have **been** secured.

Tools

THERE is no line of goods in which the educative and unit grouping can be used more advantageously or effectively than in the display of tools.

The reasons for this are that tools represent trades and are distinctive in each. And again each has a separate function to perform. And it is this function of the tool that calls for the educative.

For appeal is not only made to the man who knows their use, but to the man who could use, if he knew its functions and usefulness.

If it be a general display that is desired, give some class of tools, such as carpenter or machinist, the culminative or perspective position, and then group the others into classes in some harmonious arrangement with respect to the perspective.

In this way it will impress the observer that all lines are carried and that each line is complete.

If the different lines be scattered, and intermingled, this thought of completeness as to lines is lost.

Not only that but it will enable the observer to locate at once any special tool he may be looking for.

The educative feature cannot be as well expressed in the general or composite exhibit. For to properly show the tool in relation to the work it is to perform, the space will permit of only one class at a time. To keep up interest, it is better to make such displays in such way as to show different lines at each exhibit on.

As an example of such a display in carpenter tools: The window should represent the interior of a carpenter shop, showing bench, saw horses, glue pots, clamp rack, hardware cabinet, grindstone, etc., all of which should be in proper place. On the bench and in other natural positions and locations should be shown different tools in actual work and the results of their work.

This class of display is most interesting and attractive. But on account of the space occupied, can be used only as special sale or occasionally to maintain interest.

ARTISTIC

How a small section in a large window or the entire space in a small one can be utilized in an artistic, yet successful manner to display a variety of goods, is shown here (Fig. 164).

Here the artistic effect is produced only by clothes lines, yet they are so neatly employed that the whole effect is artistic.

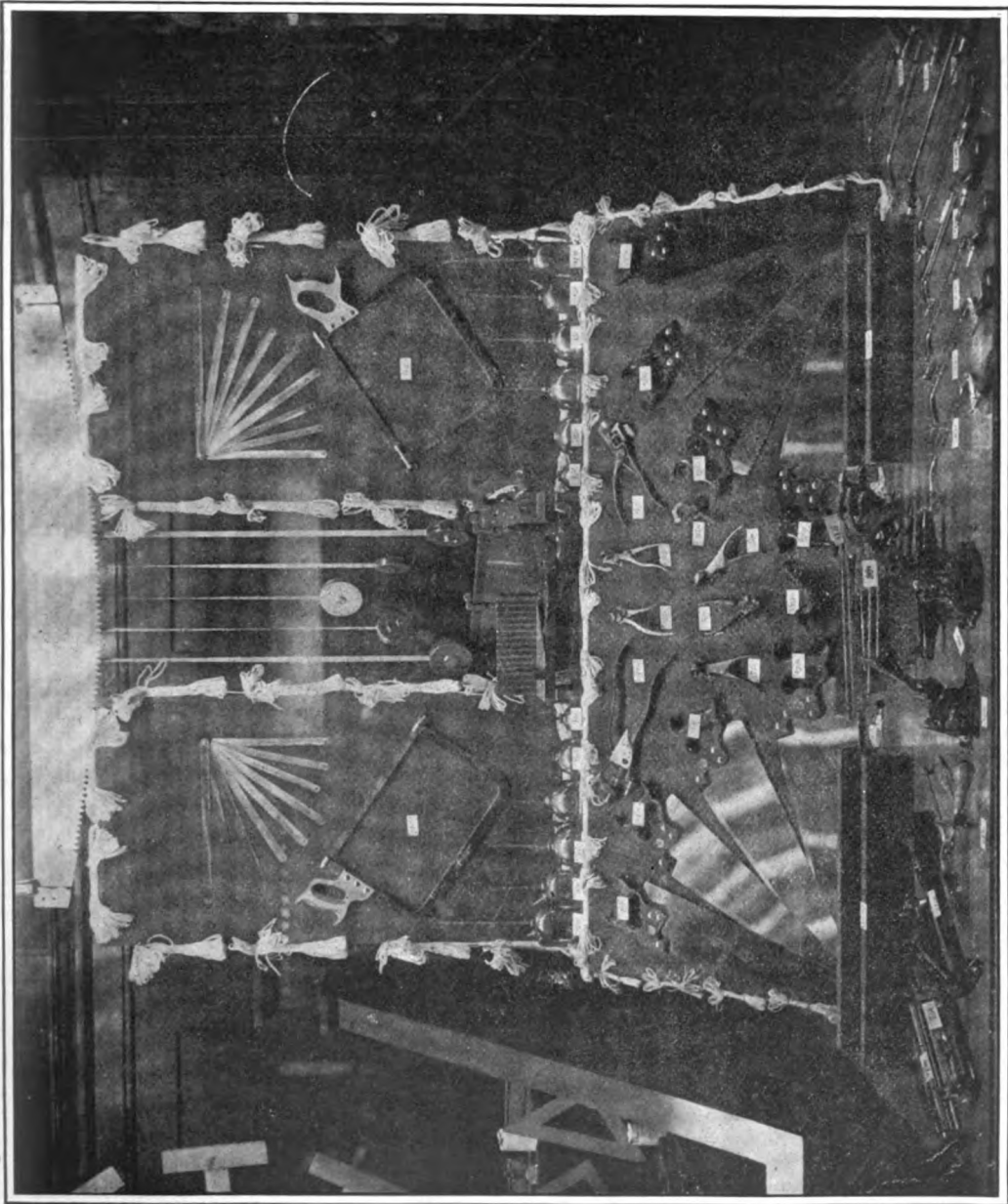


FIG. 164. MECHANICS' TOOLS DISPLAY OF WARNER HARDWARE COMPANY, MINNEAPOLIS, MINN.

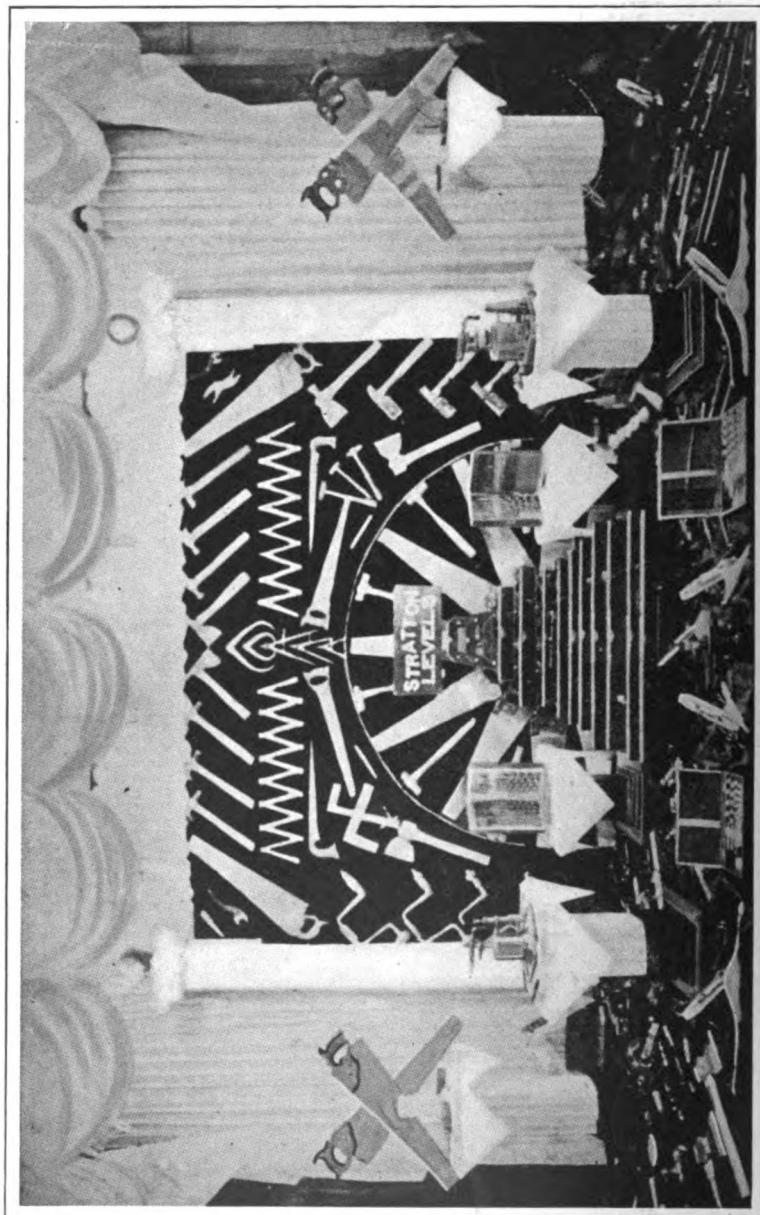


FIG. 165. TOOL WINDOW IN BLACK AND WHITE EFFECT, HOUCK HARDWARE COMPANY, WICHITA, KAS.

This display is possible in many forms and so easy of execution, that it should be a popular one.

While the display here shown (Fig. 165) is a splendid example of the **culminative**, yet it is given under this head on account of its artistic features.

Here only draperies are used to produce the artistic effect, yet they are so arranged that the display, as a whole, is most striking and impressive. The tastily draped pedestals, the stately hung and bordered background and the

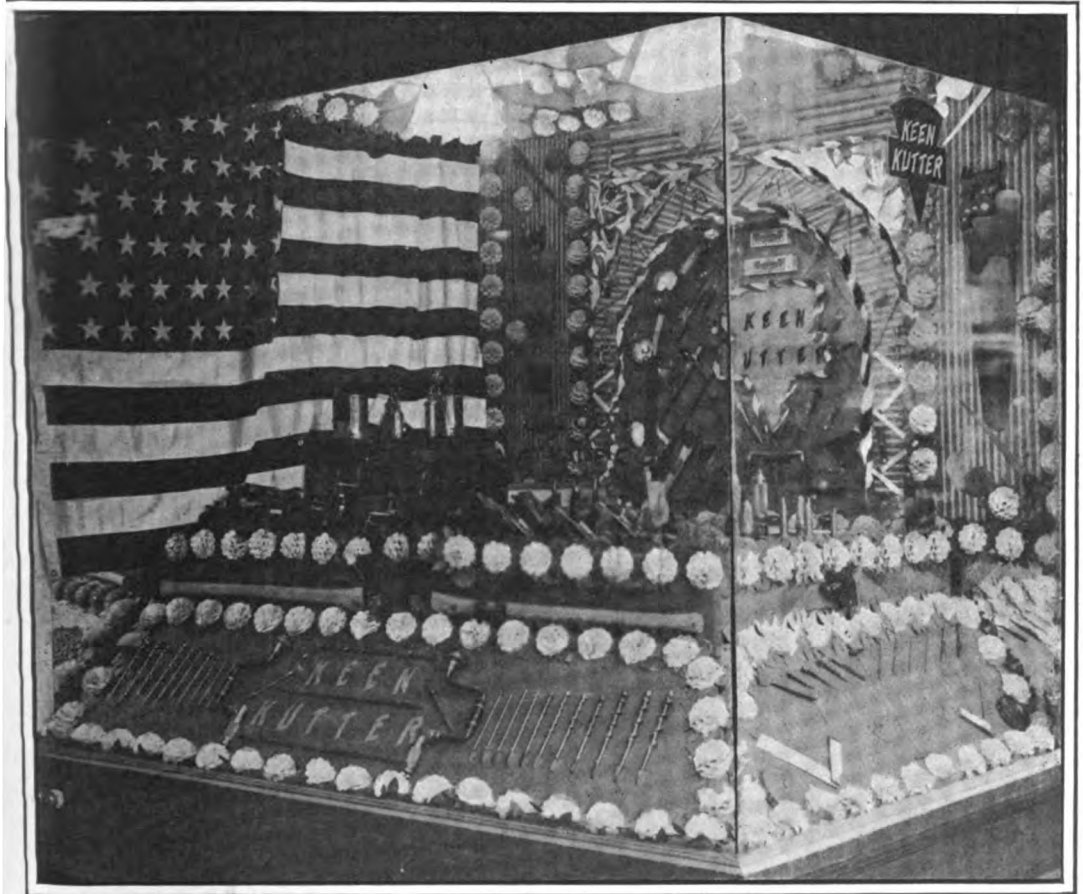


FIG. 166. OREGON HARDWARE COMPANY, PORTLAND, OREGON. PINK AND GREEN WERE USED TO CORRESPOND WITH THE OFFICIAL COLORS OF THE ROSE CARNIVAL HELD AT PORTLAND, OREGON.

overhanging cloud of fleecy draperies, show taste and a well thought out plan. Another valuable feature is the deep contrast of the draperies. The light reflected against the dark reflects on the goods to bring them out in prominent and rich setting.

The window here illustrated (Fig. 166) was made to celebrate a local carnival.

The prominent features which contribute to its success are its artistic

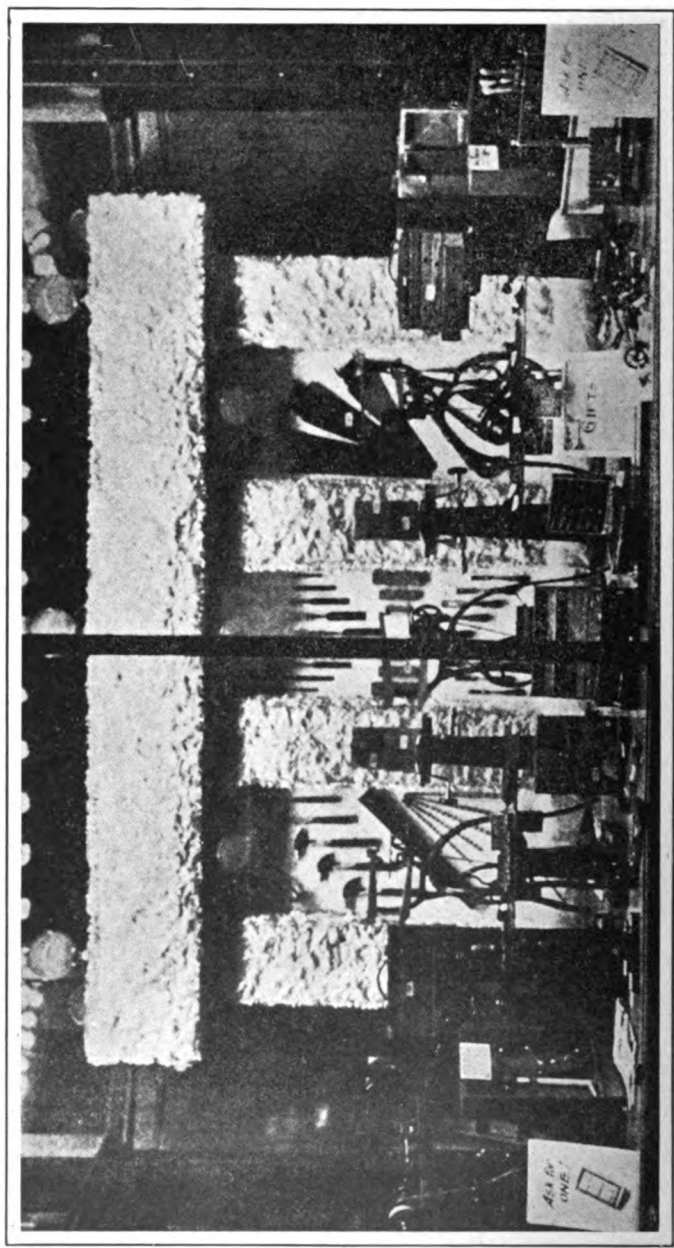


FIG. 167. MECHANICS' TOOLS CHRISTMAS WINDOW OF WARNER HARDWARE COMPANY, MINNEAPOLIS, MINN.

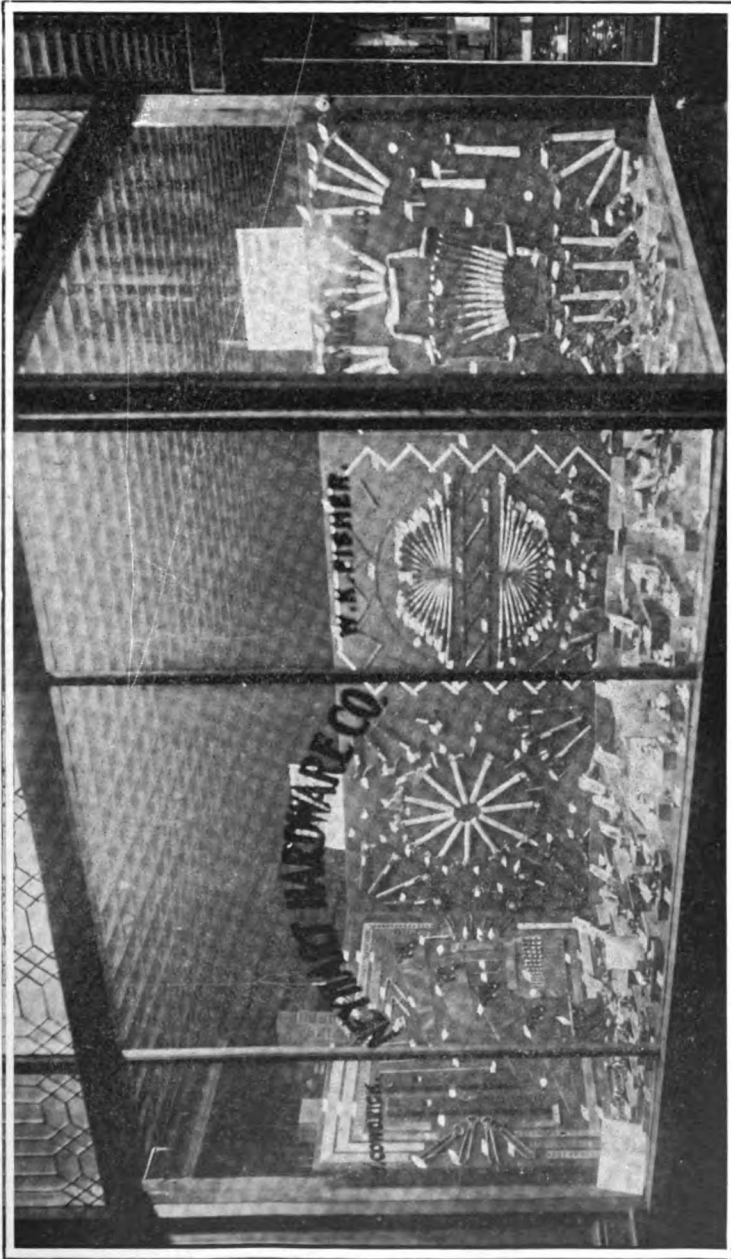


FIG. 168. ACCURACY AND ATTENTION TO DETAILS MAKE THE TOOL DISPLAY A VALUABLE SELLING ASSET, NEYHART HARDWARE COMPANY, WILLIAMSPORT, Pa.

decorations, well arranged merchandise, and patriotic suggestions. These combined reflect the holiday spirit and yet never lose sight of the main chance to sell goods.

The manner in which the floor is built up affords the best possible means of prominently and yet artistically presenting the merchandise. However, here, as in most window displays, the floor proper is a little too crowded. It is difficult for the trimmer to select a few from so many which are clamoring for opportunity to be shown. But he must consider first and always that part of the stock which is most appropriate to the plan and secondly most seasonable or desirable to be pushed.

One reason we place this display (Fig. 167) in the artistic class is that it has, for a background that which appeals to the artistic almost exclusively. What brings it out so strikingly is the fact that it stands alone and detached. It is a novel idea, and can be employed, in many ways, to produce an artistic and attractive effects at a comparatively minimum amount of time and money.

It brings the goods displayed into bold relief, thus accomplishing the end and aim of all good displays, i. e., to call attention to and sell them.

GENERAL

Here is as good an illustration (Fig. 168) of a clear-cut general display of a quantity of goods as could be found.

While the grouping has been somewhat scattered and more or less miscellaneous, yet the effect, as a whole, is neat and tasty. The thought here is to repeat the groups of the same articles, so that if one should be overlooked another would not. It is on the plan of running an advertisement in different parts of the same publication. While we cannot subscribe to this theory, yet it has been used with good results. The better idea is to concentrate, and, by such, make so emphatic that it will attract, and when attention is once had its impressive power is much greater.

We have two reasons for showing the display here illustrated (Fig 169). First, it is simple and easily made and second, it is the culmination of an advertising idea. It is easily made because it calls for only the floor and walls and a limited number of articles. A few articles, well displayed, produce a more valuable window than one having a large quantity of goods placed in a confused and jumbled manner.

You will observe the word *Why* placed as the perspective to the display. This word was nailed up all over town. There was nothing to explain the *Why*. Curiosity got in its work and the window was the magnet which drew the public into the store.

HOLIDAY

There is no time when a window should be at its best more than when visitors from abroad are expected. And if those visitors be composed of dele-

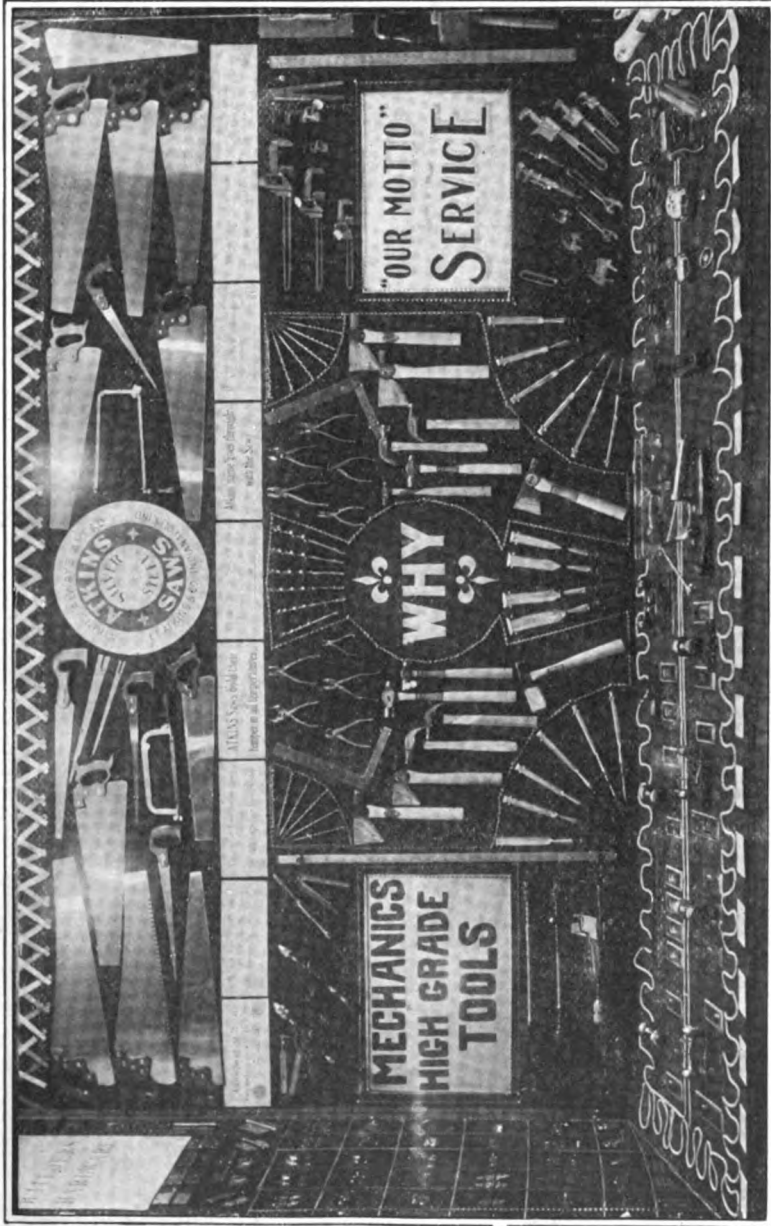


FIG. 169. MECHANICS' TOOLS DISPLAYED WITH CARE AND AN EYE TO THE ARTISTIC. S. O. MANCHESTER, NILES, OHIO.

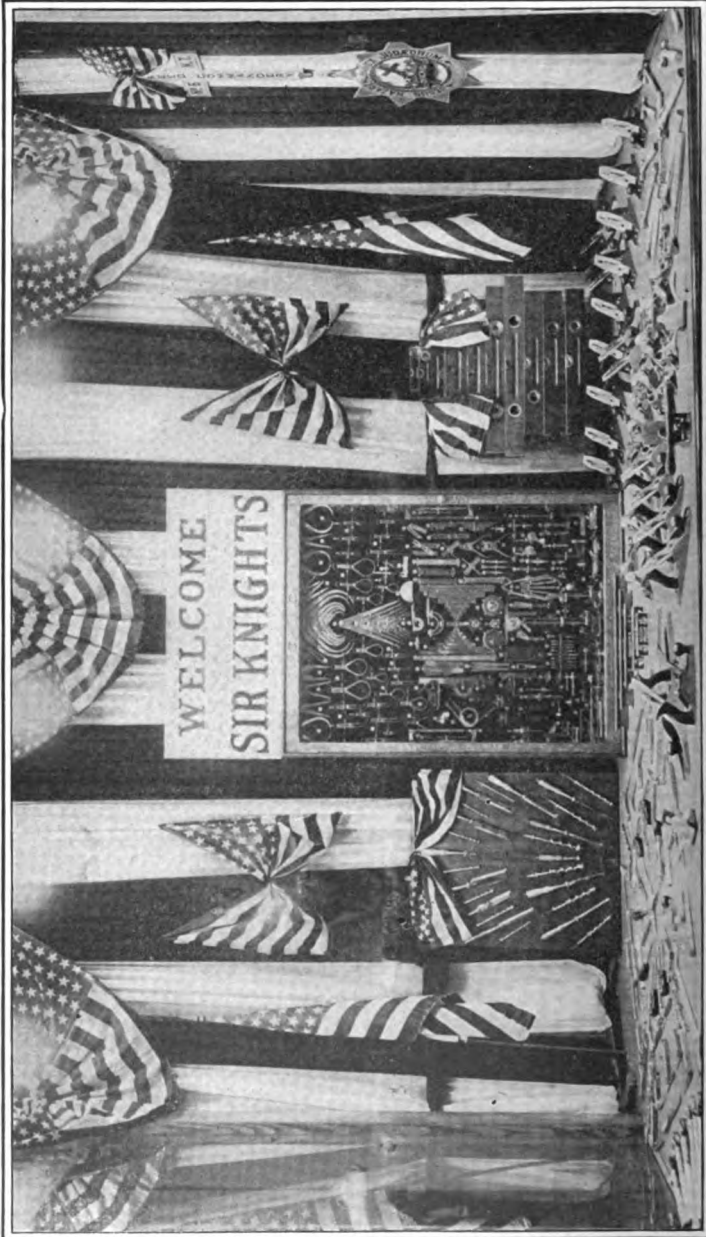


FIG. 170. WINDOW EXHIBIT OF PATTERSON TOOL & SUPPLY COMPANY, DURING ANNUAL CONCLAVE OF OHIO KNIGHTS TEMPLAR AT DAYTON.

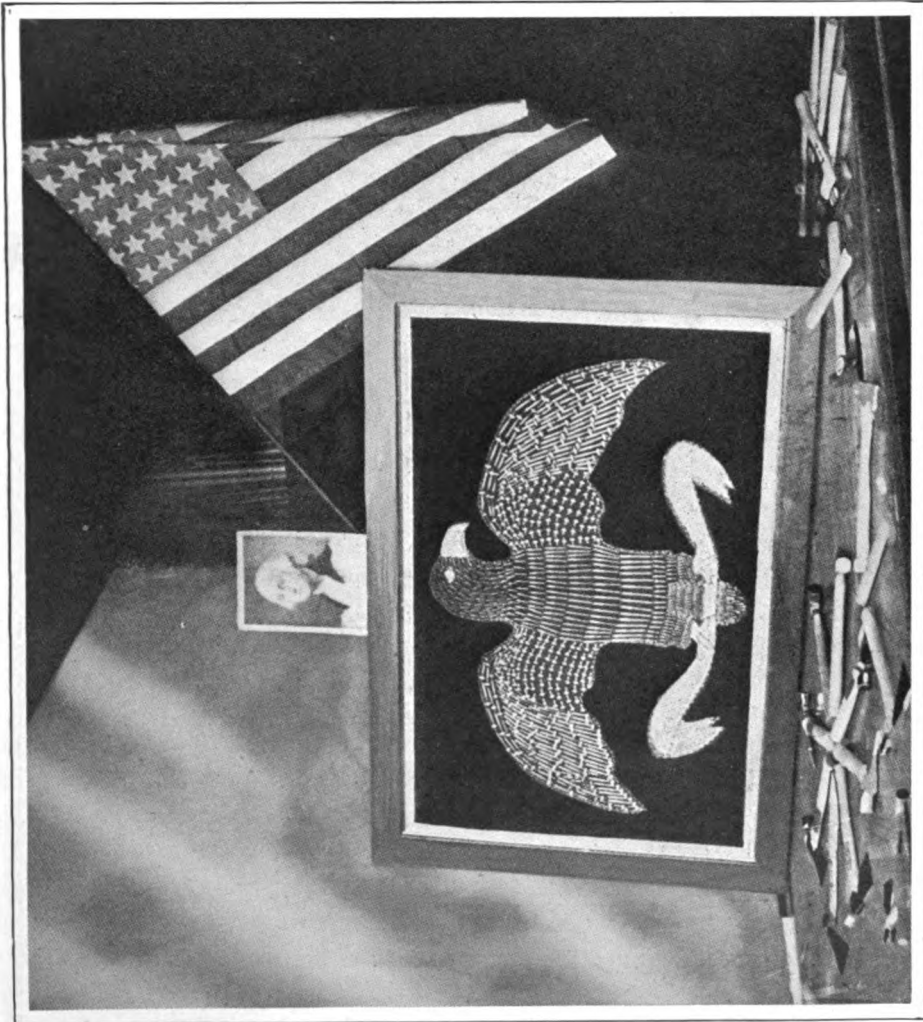


FIG. 171. AMERICAN EAGLE WINDOW, MADE OF JACK CHAIN, STOVE BOLTS AND SCREWS. CHURCHILL HARDWARE COMPANY, BELLEFONTAINE, OHIO.

gates to some sort of a convention, it is safe to conclude they will have, among their number, more or less competent critics, and consequently, appreciative observers, if the display have merit.

Here is shown (Fig. 170) an example of a window which is creditable and will be appreciated as a welcoming hand to a stranger. The only serious fault is in the arrangement of the goods on the floor. These could have been more attractively grouped. Confusion always carries with it the scent of bargain counters and not regular and high grade stock.

Here is a cross between a Fourth of July and Washington Birthday display (Fig. 171). In fact it may be used as an example of either.

Of course it is better to do something on such occasions even though it be only the flag that is displayed. But a little more time and a small outlay for bunting would have made this display very attractive.

The real hard work was done when the eagle, which is made up of different articles such as nails, screws, etc., was completed. We never heard, however, that hatchets ever cut any of the fetters which bound us to England, but we do know that old flint lock muskets caused considerable damage to the troops of King George the III.

Of course we appreciate the fact that while hatchets can be picked up in most any hardware stock, flint locks are scarce in the sporting goods department. But one could as appropriately exhibit lemon squeezers, and perhaps more appropriately, in an election day exhibit, than he could hatchets on the Fourth of July.

As a Washington Birthday display they are very suggestive.

GROUPED

There is always something fascinating about goods grouped in circular form.

Another thing circular grouping affords great opportunity to work in a large number of other designs in groups placed at corners, etc. In this manner, a quantity of goods can be exhibited without crowding the window. The display here shown (Fig. 172) is a fair suggestion of this idea.

Fig. 173 shows a very attractive way of displaying a line of fine mechanical tools. This display was awarded first prize by a manufacturer, the selection being made by five experts who carefully considered the merits of several hundred pictures submitted. The arrangement of this display is simple, yet the result is very effective. Black and white were used in decoration for the sake of sharp contrast. The tools were displayed on pyramid arrangements which were covered with white cloth. Other tools were laid on the floor, which was covered with black. The whole arrangement was carried out most carefully.

We are showing this display (Fig. 174), not so much for what it is, as what it is not. The artist here has been so big-hearted that he just could not refuse any of the goods in the store the opportunity of getting into the window. He

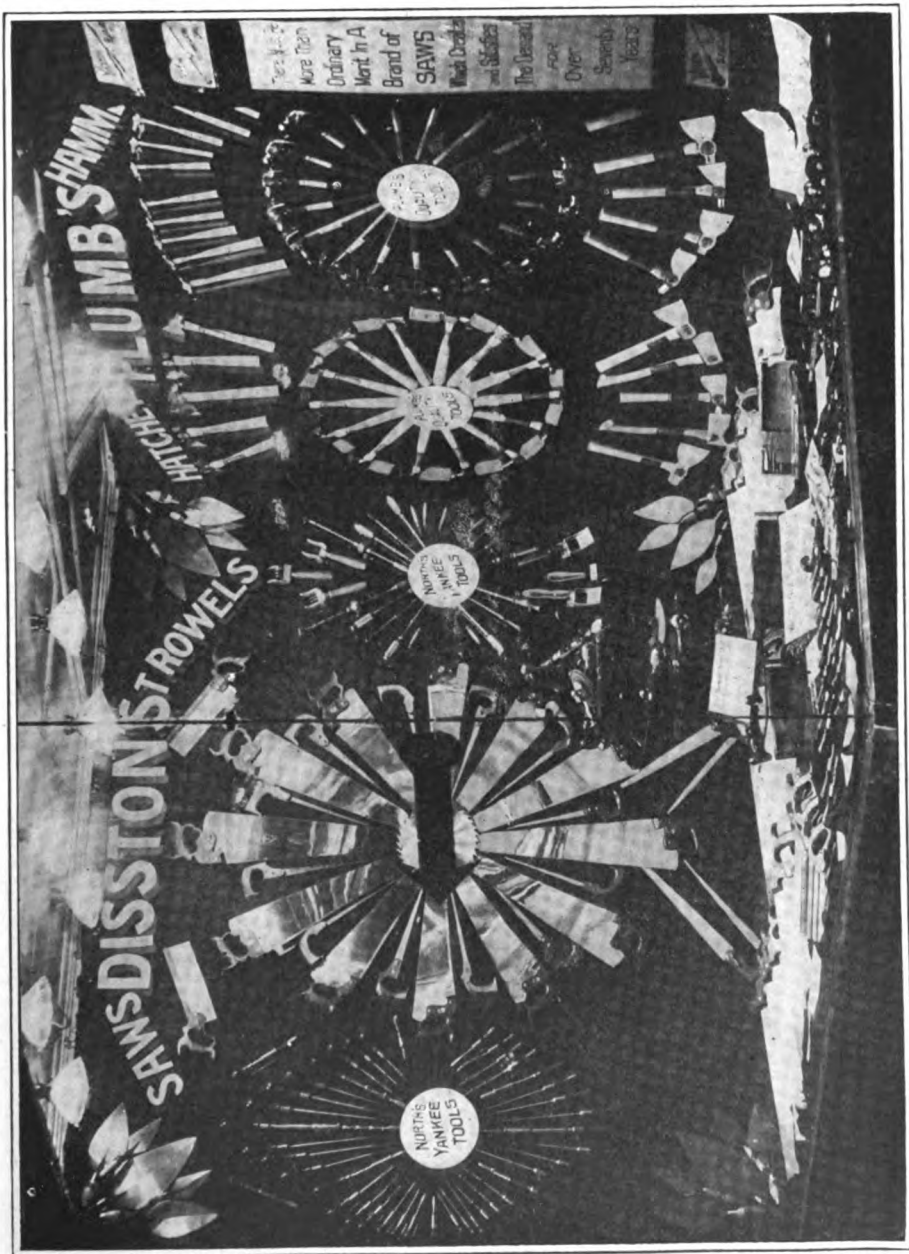


FIG. 172. DECORATIVE WINDOW DESIGN OF TOOLS. CHANDLER & BARBER, BOSTON, MASS.



FIG. 173.

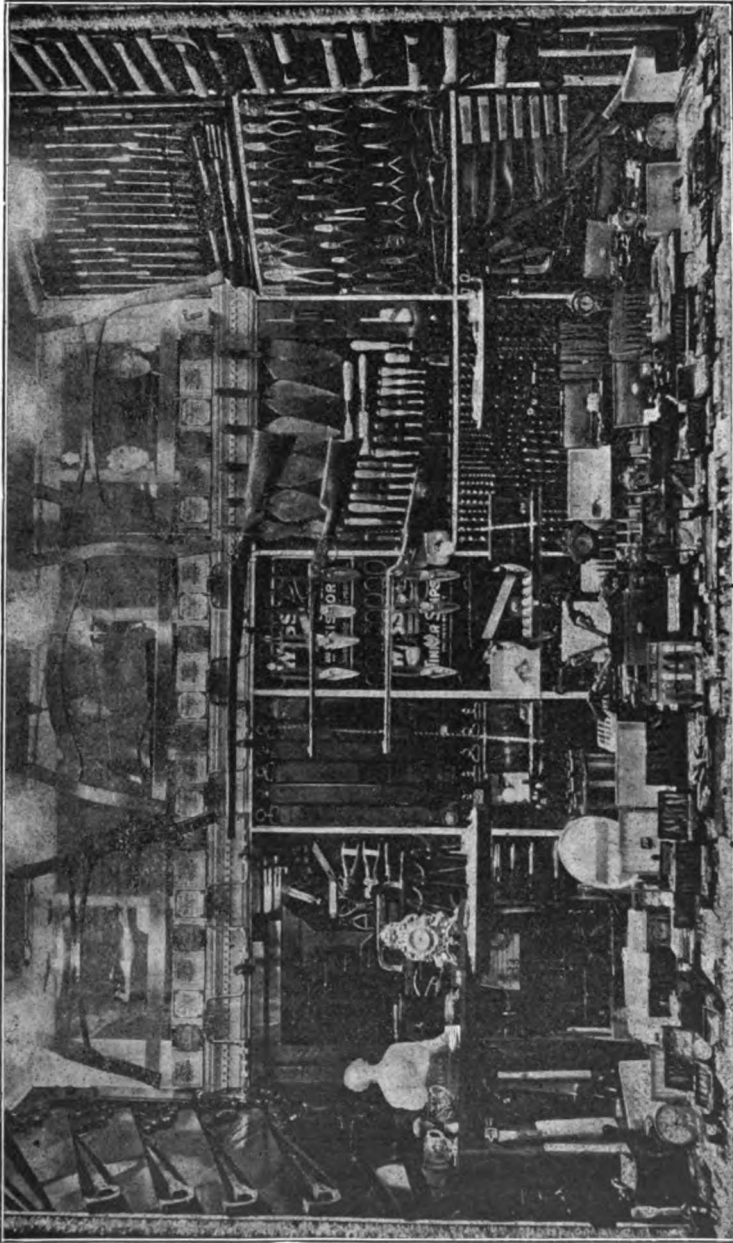


FIG. 174. ATTRACTIVE DISPLAY OF LARGE ASSORTMENT OF HARDWARE BY JOHANNESEN BROS., BALTIMORE, MD.

wanted to give them all a show, with the result that, in the scramble for place, they have compounded confusion. He started out all right, but just could not stop at the right time. But, as the goods are now in the window, let us see what we can do to better conditions.

In the first place, he has some splendid units or groups. Those on the side and upper part of the back are fairly well placed. It is the center of the back and the floor we must turn loose on.

First let us clear off the floor and the two spaces occupied by the razor strops and tin shears. We will raise the floor about 8 inches, leaving the front side slanted at about 15 degrees. To the back, and in the center we will build up a half circle pyramid with about 3 terraces, each 8 inches in height. The top consisting of a platform about 8 inches square. Over the floor and pyramid will be placed a covering of cloth or paper.

Now let us take the razor strops and arrange them in a fan like group, with the bottom or radiating point on level and in the center of the top platform of the pyramid. At the top, and between each strop, place first a pair of shears and below this a shaving brush. Then on the top platform, place a shaving mug, if we have such, and if not a group of 3 safety razors in plush cases. Now that we have Mr. Shave-at-home fixed up and a perspective for the display, let us proceed to arrange the balance of the goods shown on the floor.

All the very small stuff can be worked into units in the front row, formed on the slant from the edge of the glass to the floor level. The plush cases can be well displayed on the pyramid terraces. The clock and other bric-a-brac can be made to serve as centers to groups. We have no use for the center tables shown so put them outside.

The remaining goods we will arrange in orderly and harmonious groups on the floor level.

We have thus provided a place for everything and so arranged them that each will be more likely to receive attention. We have removed the junk shop appearance and made the window far more attractive and valuable.

PERSPECTIVE

We give here (Fig. 175), a striking example of a combined perspective and classified display. Note the prominence given to each tool and the splendid opportunity to feature some one or groups.

The culmination is the saws, but the center of the terraces affords ideal space for placards which will give speech to an already attractive display.

The wall space is well arranged into groups and individual articles.

While a quantity of goods are displayed, the window is free from confusion and is a credit to the store exhibiting same.

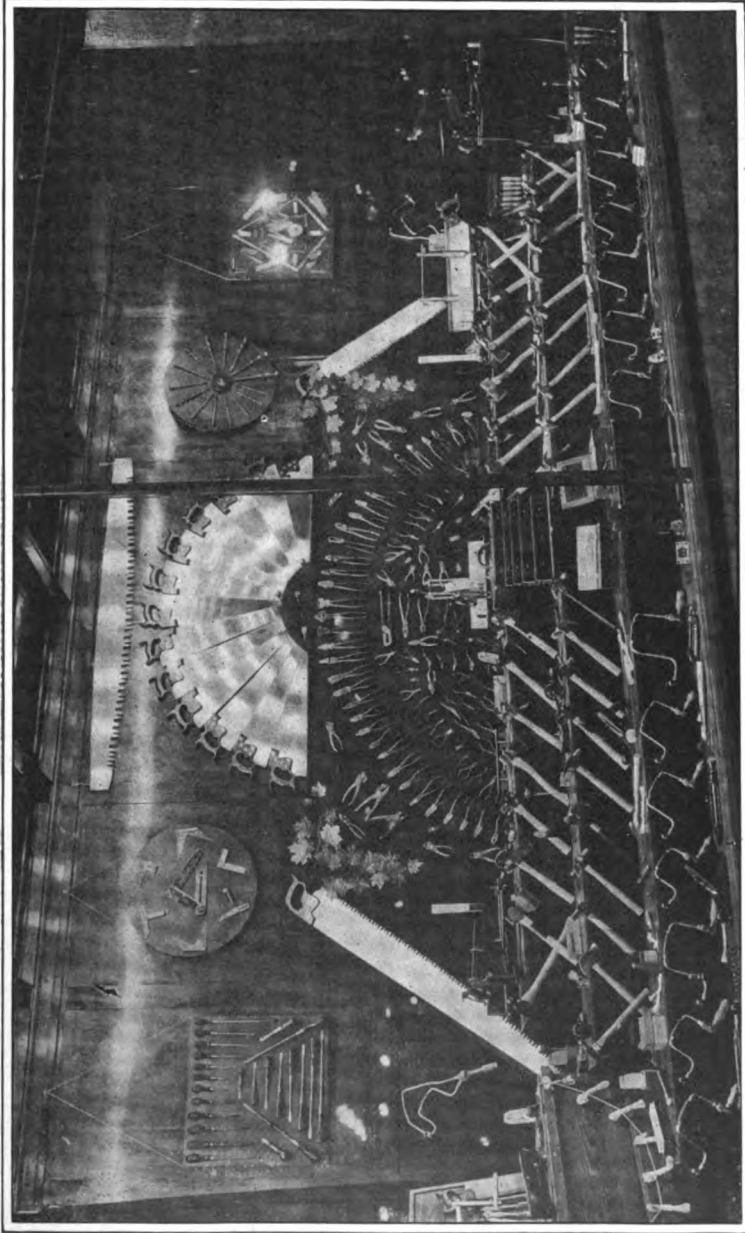


FIG. 175. BOSTWICK-BRAUN COMPANY'S TOOL WINDOW EXHIBIT, TOLEDO, OHIO.



FIG. 176. DISPLAY OF THE BILBROUGH-JONES HARDWARE COMPANY, DENVER, COL., OF TOOLS.

Tools consist of such a variety that it is often difficult to pick out anyone as having sole preference. In such case a featured form of display, shown here (Fig. 176), comes in handy. And if additional line of smaller articles is desirable to display at the same time, the feature can be made the center or perspective of a group.

In featuring, the background should always be highly reflective to obtain the best results.

FREAK

As advised elsewhere, freak exhibits should be used with great care. They, like the moving, have tendency to draw attention from the goods displayed and do not possess the advantages of the moving display, which, if it have merit, will leave a more respectful sentiment toward the store.

In this display (Fig. 177,) will be seen a useful and desirable form of the freak display. Here is a clock built from sundry tools and hardware stock. There is nothing that suggests the ridiculous or aspires to the humorous, yet it possesses all the attractive features of the ridiculous but in such manner as to speak for the goods displayed with it.

CHAOTIC

This illustrates (Fig 178) an ideal "bargain counter" display. Here the thought of slaughtered prices and great values predominate. Profusion and confusion is what stimulates that special sale crush and leads to the purchase of goods only remotely contemplated.

There must be some excuse manifested for such a sale and the most Plausible is overstock. This can be emphasized in many ways. It is here brought out by careless heaping on the window floor. This leaves opportunity to display other goods on the wall, if such be desirable.

MEMORIAL

In this display (Fig. 179) is illustrated an elaborate attempt at a Washington Birthday memorial window. Here the artist has gone to considerable trouble and expense to produce a realistic effect. He has employed a mechanical contrivance with which to make his pasteboard ice and cloth waters move, etc. Brother George is in the boat in the act of giving up his sword to an unseen foe. Something we never would have believed of George otherwise. Of course, in such environments he can be excused for "getting rattled."

The moral is, do not attempt something, especially in a window, which appears ridiculous, and most of all, in a memorial. The spirit of the day is to emphasize his great deeds and accomplishments, and revere his memory.

The idea for such is described in chapter headed CLASSIFICATIONS and under HOLIDAY AND SEASONS.

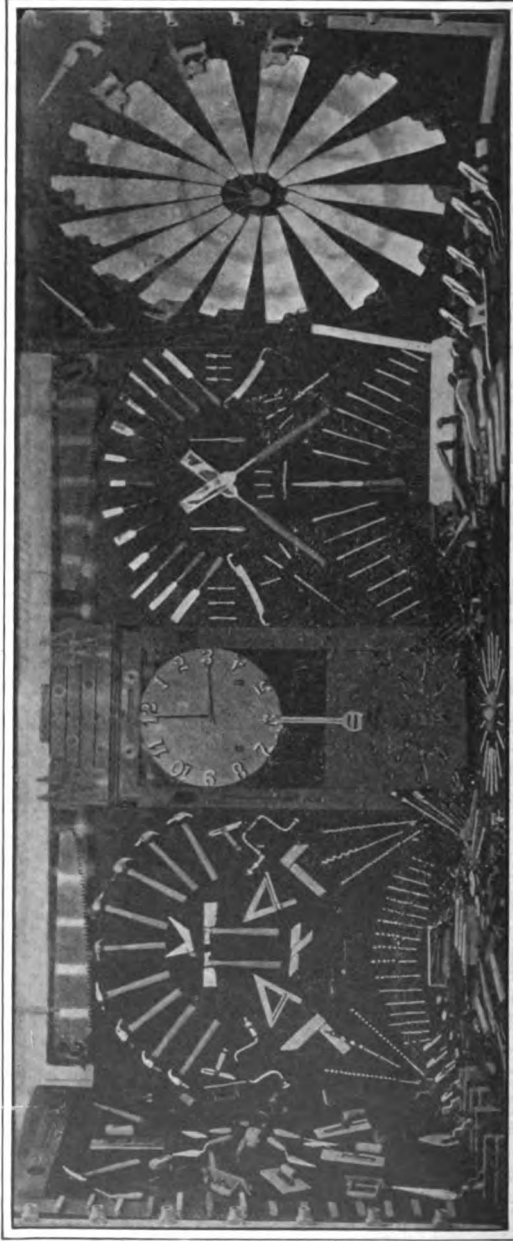


FIG. 177 MECHANICS' TOOLS AND SUPPLIES WERE USED IN MAKING THIS CLOCK. MCGUIRE BROS., ROCKFORD, ILL.

Nothing will add interest to a display more than figures if they be properly placed. But they should never be thrown into a window just to fill up or in a makeshift manner. The figure here shown (Fig. 180) would have difficulty in convincing any mechanic that he could use good tools on such a feed trough as is furnished. Most stocks, carrying carpenter tools, have work benches, and here was an excellent opportunity for advertising such. Another thing, this fellow has on a complete new outfit of clothes which bespeak the novice. It



FIG. 178. SPECIAL WEEKLY DISPLAY OF LUDLOW & SQUIER, 97 MARKET ST., NEWARK, N. J., SOLID CAST STEEL NAIL HAMMERS.

would have added to the realistic to have supplied him with clothes which had seen wear. Remember that the nearer a realistic display approaches the real, the more interest it will create.

MOVING

No well-informed advertiser will attempt to dispute the statement that moving displays are by far the most profitable if they call attention to the goods and not away from them.

This is the vital point. If a moving display be placed in a window and produce nothing but entertainment and let the observer go away without seeing the goods, or without having been impressed by them, it is worse than a failure, it is a detriment.

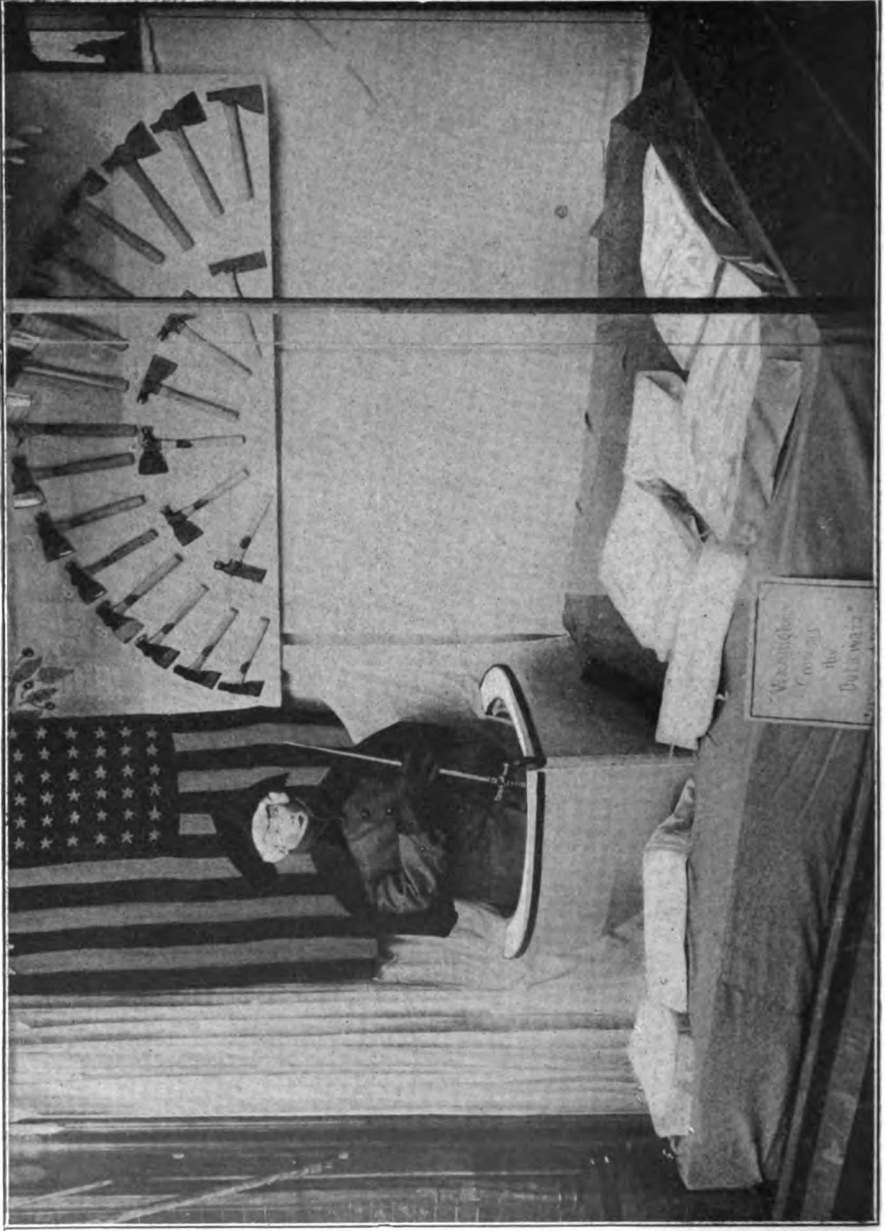


FIG. 179. WASHINGTON CROSSING THE DELAWARE WITH FLOATING ICE THREATENING THE DESTRUCTION OF HIS BOAT. STRONG
HARDWARE COMPANY, NEW BRUNSWICK, N. J.

Here (Fig. 181) is shown a circular plate in the center of the floor which is made to revolve constantly. Observe that it carries on its face certain goods and is placed so that the observer is quite likely to be impressed with the entire display. The moving feature has arrested the eye of the passerby and the classified and other artistic groups will do the rest. All the moving feature is expected to do is to arrest the observer and suggest the goods displayed.

CLASSIFIED

One of the most successful ways for displaying tools is to show in groups the different sizes or styles carried in stock. Aside from the opportunity it affords for attractive display, it enables the window, as a salesman, to answer the question, which is almost always in the mind of the observer, is the tool carried in any other size or style, and if so what?

Not only that, but many are liable to jump at conclusions. Especially so if they be not well versed in the line.

The consequence is they are not suited with what is shown and pass on.

Here (Fig. 182) is an ideal display of this nature. Here a quantity is shown but so grouped and classified that it is a lecture on the subject, and as such is educative and interesting. It not only satisfies one already looking for such goods, but suggests to those not so doing the desirability of purchase.

Here it has not been the thought to feature any especial line. But by such groups as here used, a perspective display can be very easily and effectively arranged. In such, some line, which it is most desirable to feature can be given the spotlight of the perspective and the others so arranged as to lead to and emphasize the central group. In this way each is in line to receive recognition.

In this display (Fig. 183) is an illustration of what can be done with a small corner.

Here vises are featured and so shown as to give information as to the entire line carried. It will be observed that the massing of the one line in classified form is both striking and interesting. The wall section afford opportunity for exhibit of other lines which assist materially, in adding attractiveness to the whole exhibit.

Here the perspective is given over to one article and the bulletin board above it. The latter is used in giving speech to the window salesman. It is changed frequently, thus maintaining interest and preaching sermons which make converts.

As mentioned in another chapter, it is often desirable to sell goods by laying stress upon the maker of them. This is especially true where the manufacturer is well known.

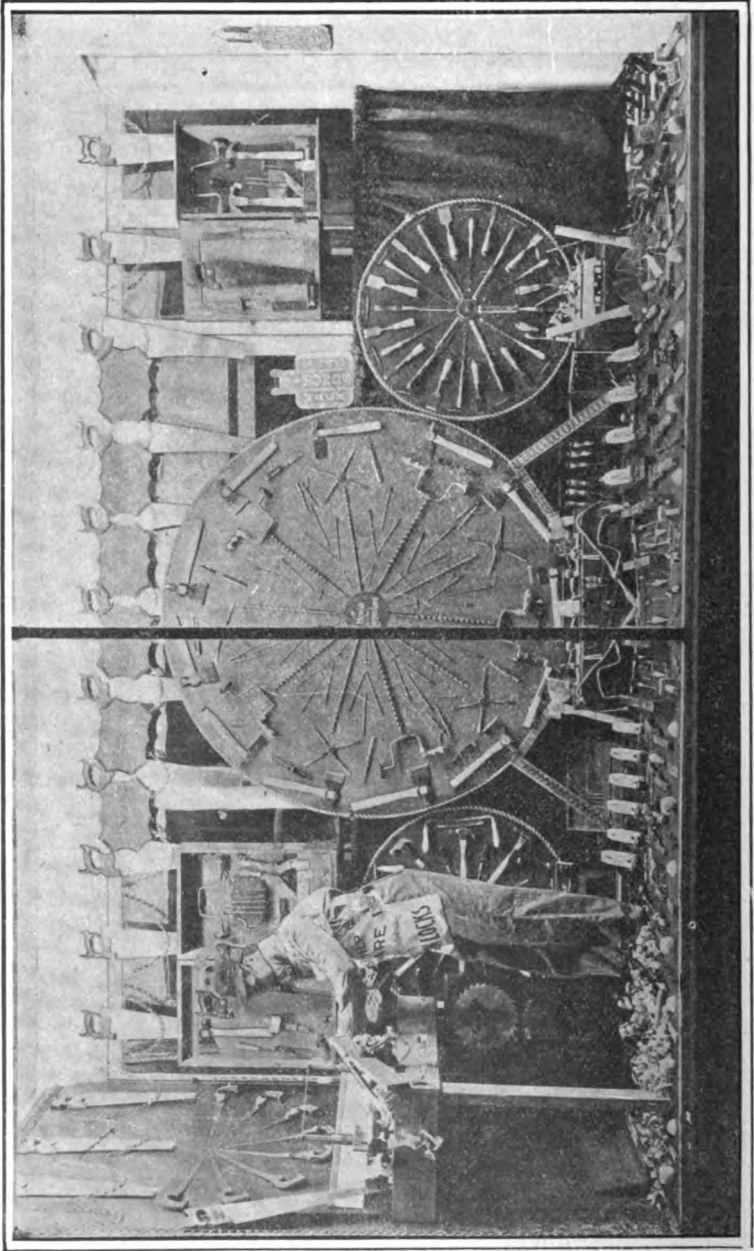


FIG. 180. HUEY-PHILP HARDWARE COMPANY, DALLAS, TEXAS. ATTENTION-COMPELLING DISPLAY OF CARPENTERS' TOOLS.

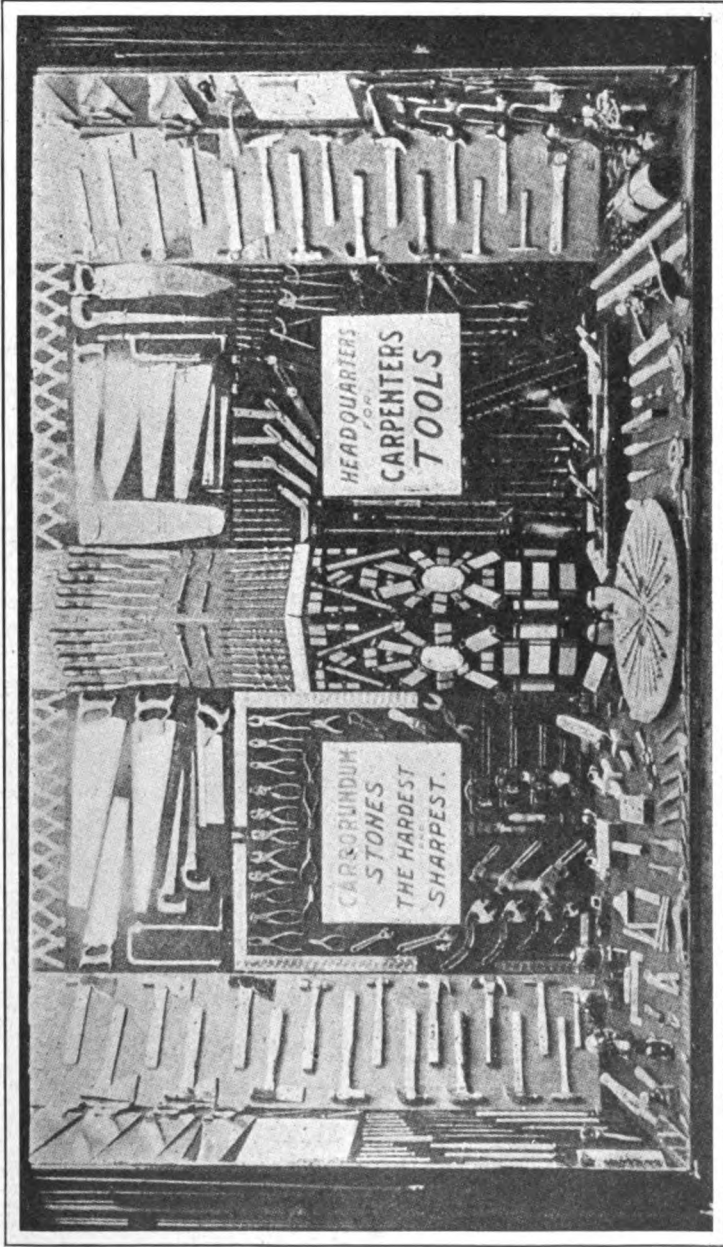


FIG. 181. S. O. MANCHESTER, NILES, O., BALANCED DESIGNS AND MOVING ATTRACTION MADE DISPLAY THAT BROUGHT BUSINESS.

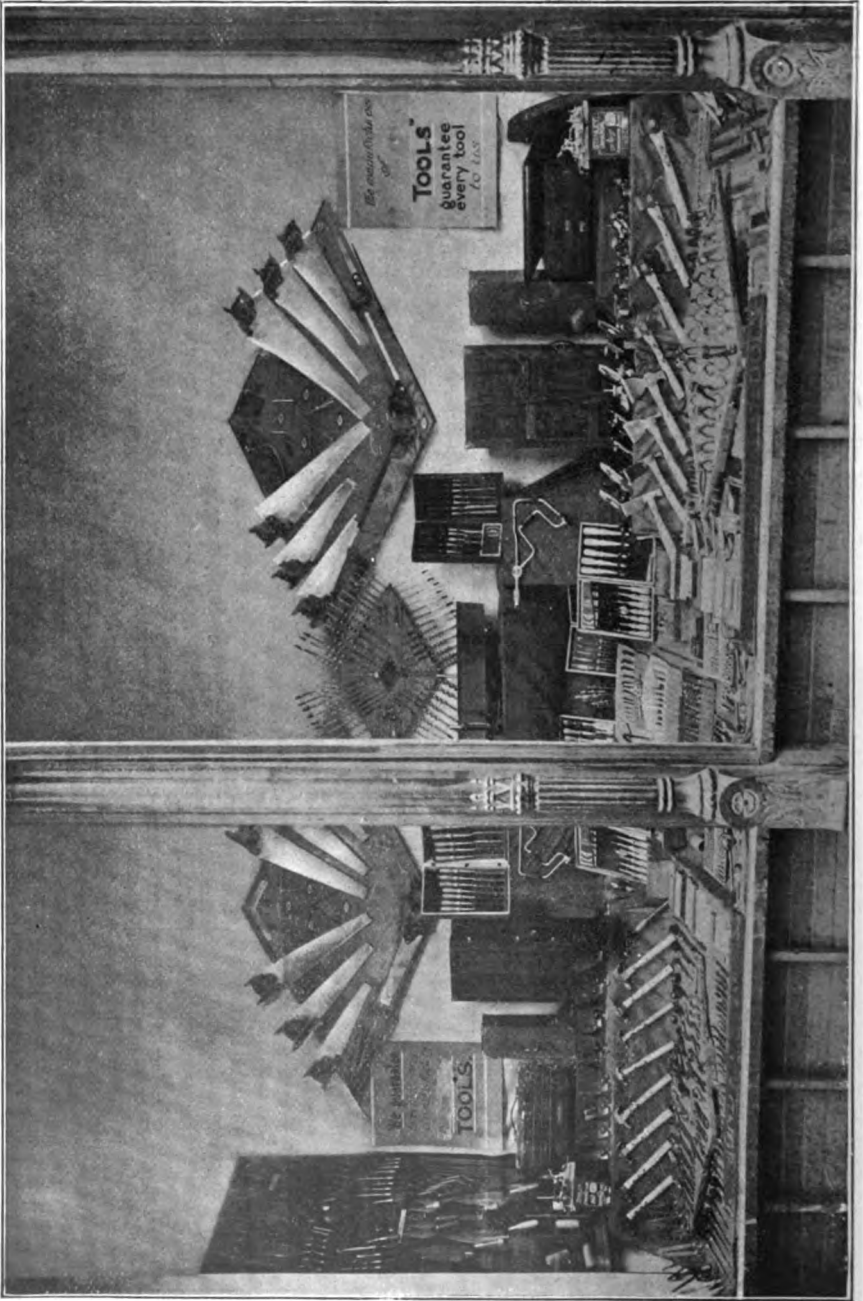


FIG. 182. WINDOW DISPLAY OF TOOLS AND CUTLERY BY WARE BROS. COMPANY, SPOKANE, WASH.

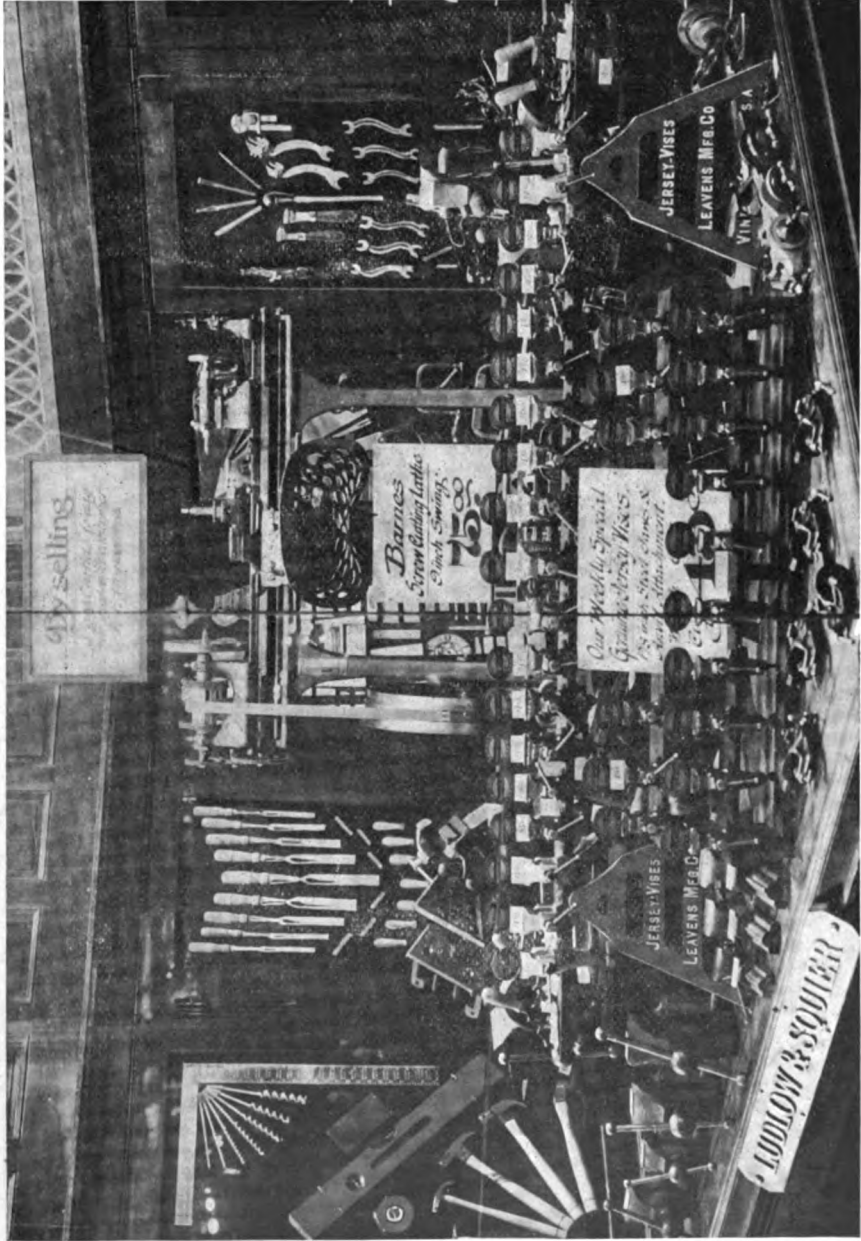


FIG. 183. LUDLOW & SQUIER, NEWARK, N. J., WINDOW DISPLAY ACCOMPANYING SPECIAL SALE OF 1½' JERSEY VISES.

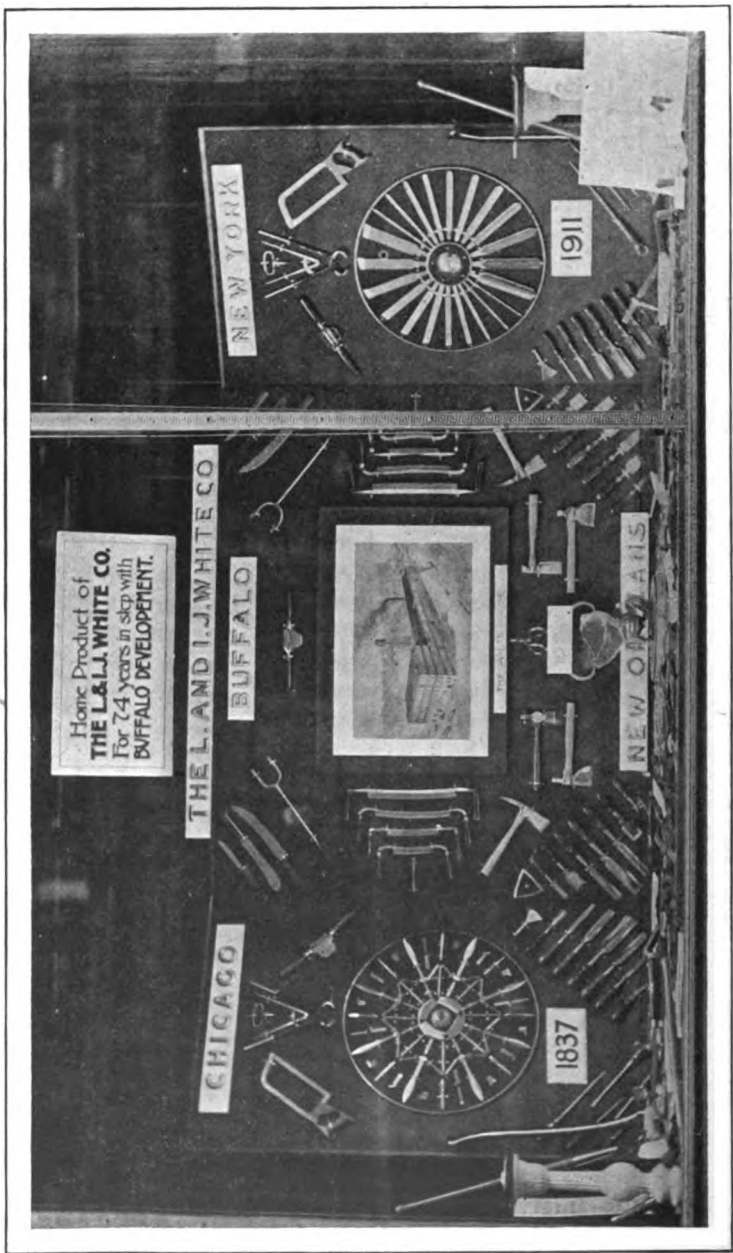


FIG. 184. DISPLAY OF EDGE TOOLS WAS SHOWN IN WEED & COMPANY'S STORE DURING INDUSTRIAL WEEK IN BUFFALO.

Here, in classified form, (Fig. 184), the line is shown in a clear and interesting manner. The stability of the manufacturer is made impressive by giving as the perspective a view of the factory.

This is a form of display which is easily made and which takes up but small space.

Sundry Displays

SPACE will not permit of featuring all lines carried in a hardware stock. We have therefore selected such as we consider of the greatest importance and given them special attention.

There are many other lines which are deserving of mention and under this heading we are grouping a number of such.

In most every display there is opportunity to fill in corners and odd space with sundry items. This not only has tendency to round out the display but gives recognition to lines which may not be of sufficient importance to give featured prominence. However, it is difficult to conceive of a line of goods which cannot creditably and profitably occupy a window for at least a short space of time.

Here again, as in nearly all other displays shown, selection is not made because the display presents ideal conditions, but that it may suggest what is possible and desirable. And by a critical review of such the mistakes as well as the good points are brought out.

It is a pretty well recognized fact that we profit as much if not more, by the errors of others as by their successful achievements.

AN IDEAL KITCHEN WARE WINDOW

The products of the inventor and designer are so prolific that it is not only desirable but essential that an occasional display be made which features new items.

In the window here shown (Fig. 185), the artist has used as the attractive feature kitchen ware millinery.

This attraction is here both appropriate and valuable. It is also an illustration of the thought that each attractive feature should relate in some manner to the goods advertised. If it be otherwise, it is quite likely to succeed only as an entertainment and leave the goods to be sold without proper recognition.

BELTING

Where the field occupied gives opportunity for such belting will be found a profitable item.

The window here shown (Fig. 186) is one which can be made with profit when first introducing the line.

After such has been made, unless the line is to be given especial prominence, the line can be best represented in the window by showing a circular pyramid

constructed of sample rolls of different sizes of belts. Or another suggestion if the stock be limited, would be to place the small rolls in the window and connect them with a strip of belting to represent belted pulleys, the strip so connecting to be a part of one of the rolls of belting.

In the display shown, an attempt has been made at the educative. This is along the right line and will provide the attraction necessary to secure proper recognition.

CLOCKS

Clocks are a line of goods which is capable of very interesting display.

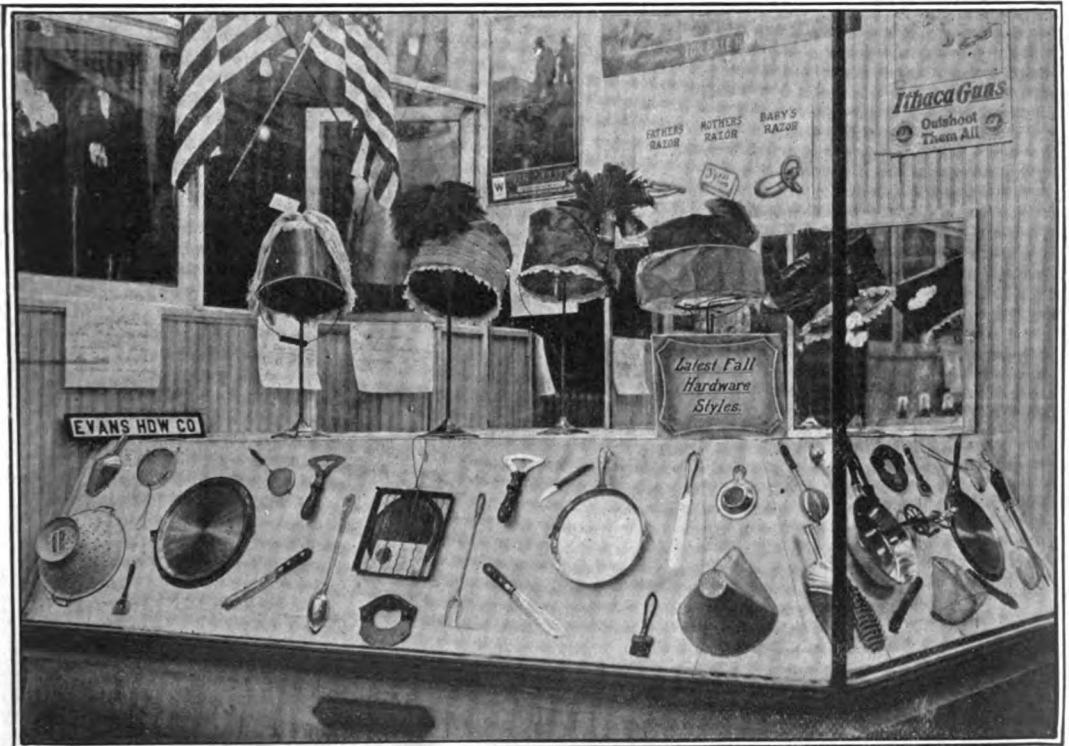


FIG. 185. THE LATEST PARIS CREATIONS IN MILLINERY MADE WITH PECK MEASURES, PUDDING PANS AND PAILS AND TRIMMED WITH MISCELLANEOUS HARDWARE BY EVANS HARDWARE COMPANY, DES MOINES, IOWA.

In the display shown (Fig. 187) the attraction consists of the novel arrangement of draperies.

The thought has been to break up the monotony and provide a more or less featured arrangement for all the goods displayed.

There can be no serious fault found with the arrangement and considerable praise can be offered. This is, in some respects, more desirable than a terraced pyramid, in that it is out of the ordinary. Any arrangement which is new and original will often prove more valuable than a more attractive one which has been used until it has become common.

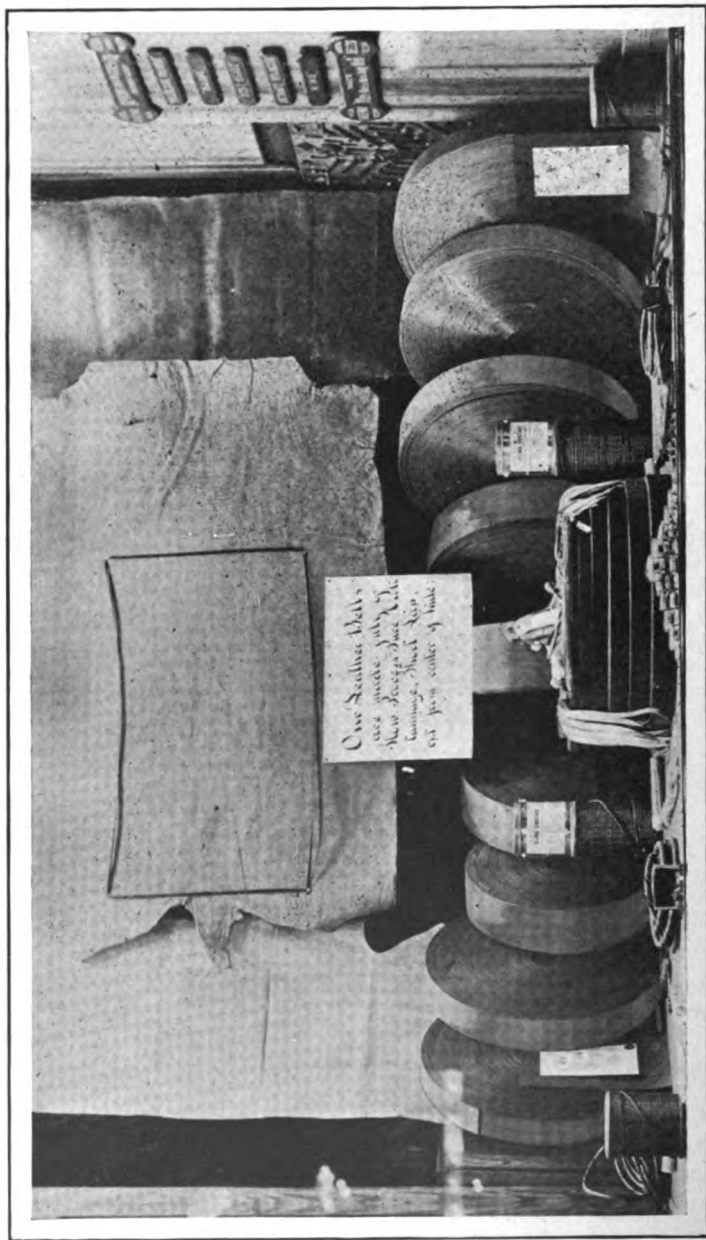


FIG. 186. A LINE OF GOOD BELTING OFTEN BUILDS UP BUSINESS IN MILL SUPPLIES—USED BY PATTERSON TOOL & SUPPLY CO., DAYTON, O.

Clocks represent time and time may be personified and worked into a feature which will be both appropriate and attractive.

A cartoon representing a suburbanite missing a train, a figure representing Father Time, etc., all illustrate the thought and create interest and afford attractive features.

WINDOW DEMONSTRATIONS

Next to moving attractions come window demonstrations.

The value of a window demonstration lies in the proper disclosure of the merits or functions of the goods advertised.

The expensive demonstrator behind glass, and thus deprived of speech, can do no more than operate or demonstrate the operation, effect or quality of goods.

It is for this reason that so much importance has been given throughout this book to the educative and demonstrative feature of a window display.

Take for example the window here shown (Fig. 188). Remove the demonstrator, as attractive as she may be, and arrange the foot scrapers with boots so as to show the method of using and the results to be attained from the use, and attention will be called to the goods only. Where in this case, we are told the police were called out to keep the walk clear. And it is safe to conclude that not all the observers were deeply interested in foot scrapers. In fact foot scrapers became, in this case, a secondary attraction.

There is not an article of commerce but what has its use and story and a little thought and ingenuity will disclose and demonstrate same.

GENERAL

The display here shown (Fig. 189) is one of the smallest hardware stores in America. It is a typical Chinatown store window, and we regret to say is representative of many stores having much larger space and opportunities.

Here the entire store is no larger than most store windows. However, in spite of its general junk shop appearance, a careful study will reveal the fact that the elements of a successful window display are not entirely lacking. The clocks, watches, stew pans and other goods have a more or less classified grouping, an element frequently lacking in windows where a great deal of thought, time and money has been expended.

OIL STONES

The occasion for displaying, in so elaborate manner as here shown (Fig. 190), a line of goods of this nature will be very few, especially among the average stores.

This display, however, is given to serve two purposes. First, to show what is possible to do with the line in an individual display, and secondly, to suggest a perspective for a general display.

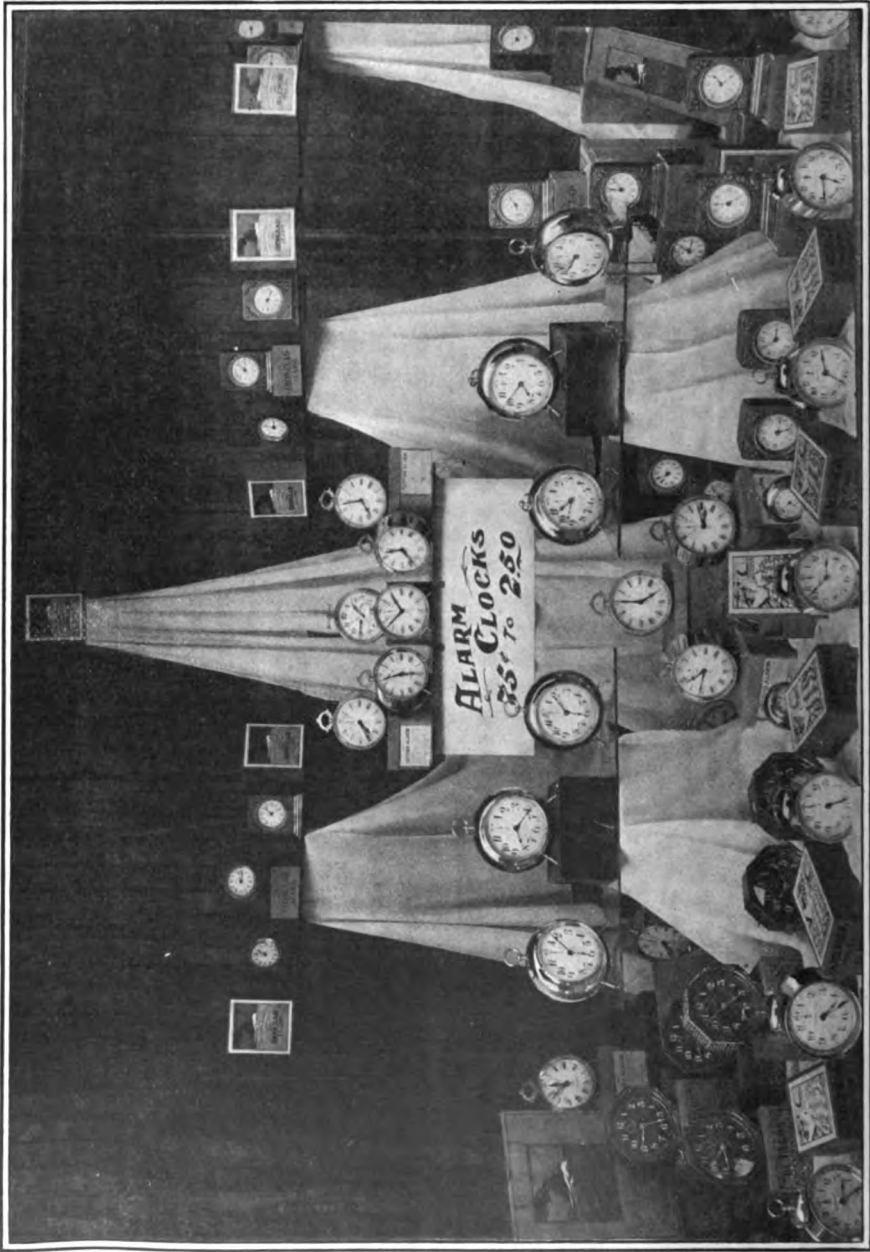


FIG. 187. WEED & CO.'S HARDWARE WINDOW AT ROCHESTER, N. Y. THEY BELIEVE SO STRONGLY IN THEIR CLOCK TALK THAT THEY SOLD 4,000 DOLLAR WATCHES IN A SINGLE YEAR.

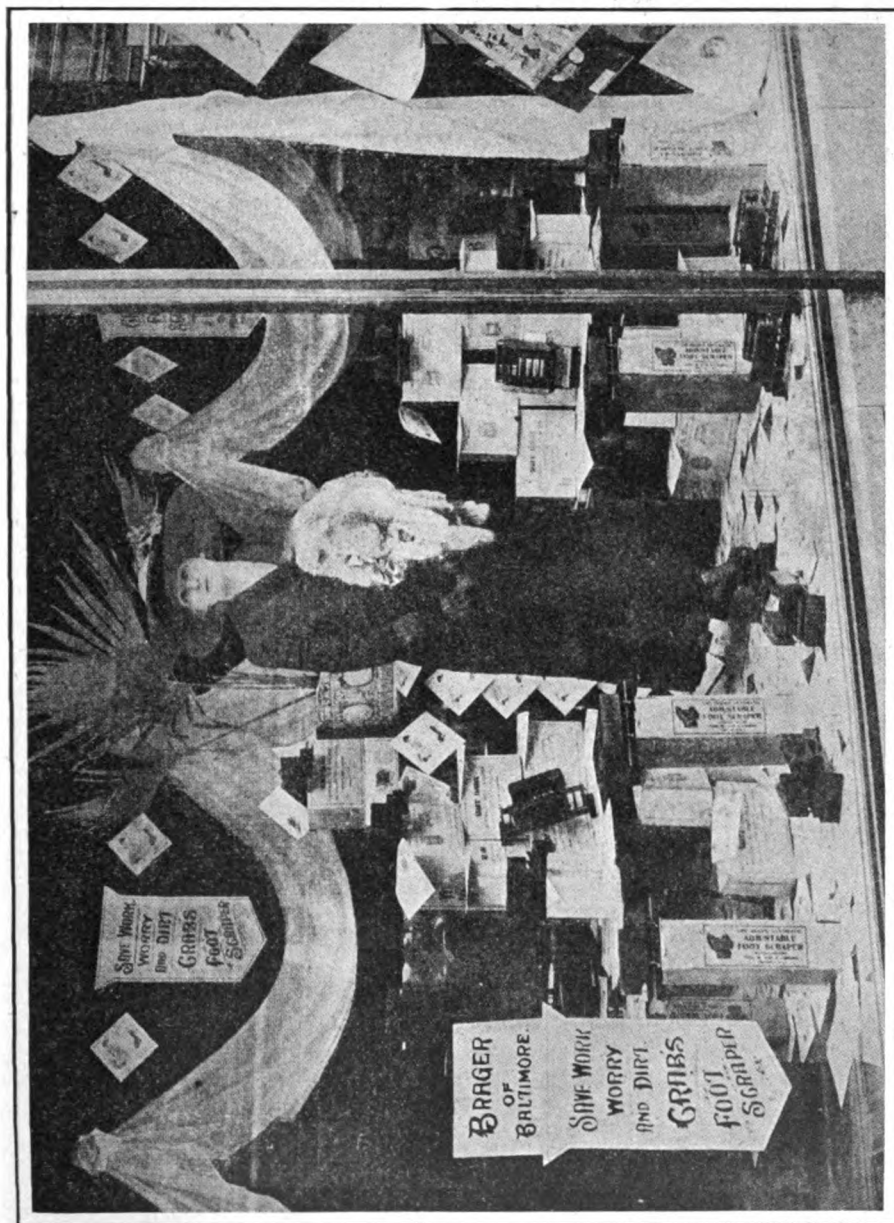


FIG. 188. THIS WINDOW DEMONSTRATION OF GRAB'S FOOT SCRAPER CALLED OUT THE POLICE IN BALTIMORE.

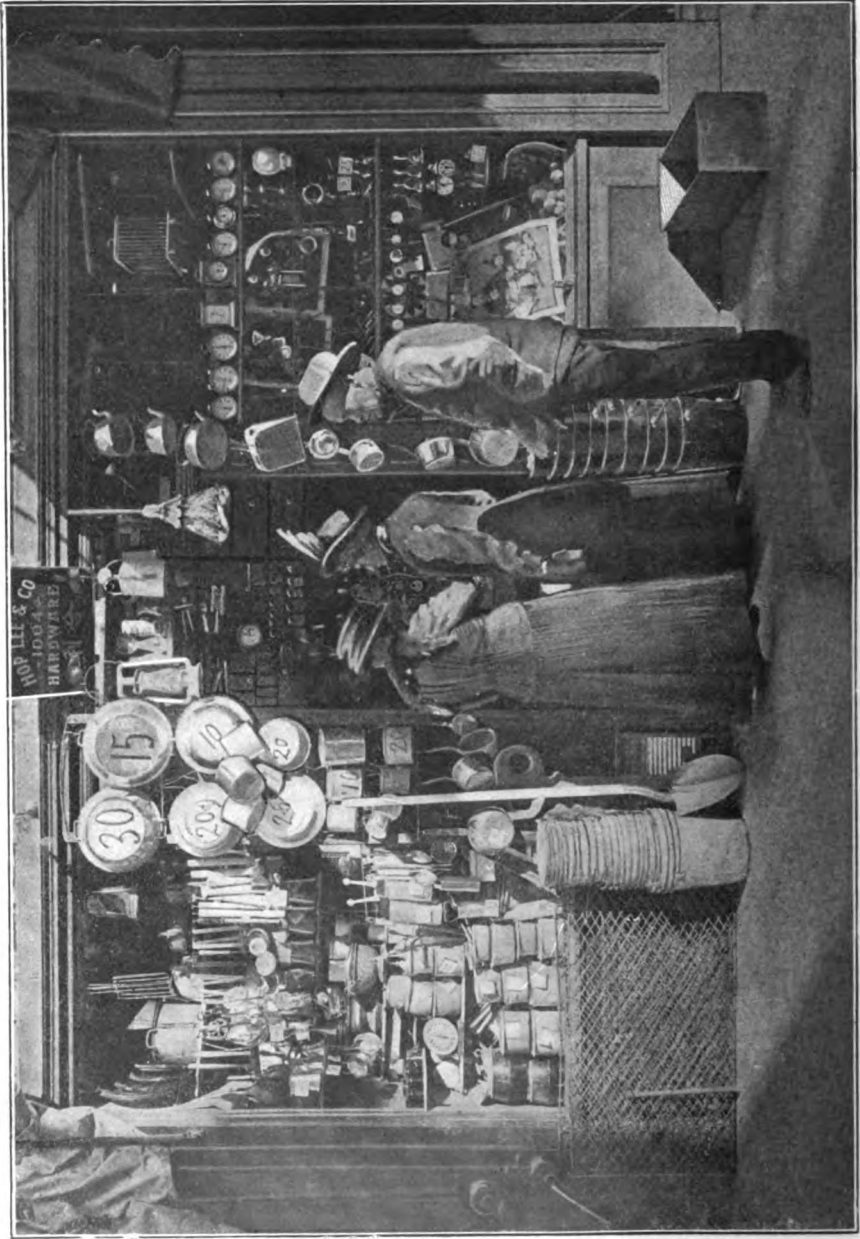


FIG. 189. SAN FRANCISCO'S CHINTOWN HARDWARE STORE ON A BUSY DAY.

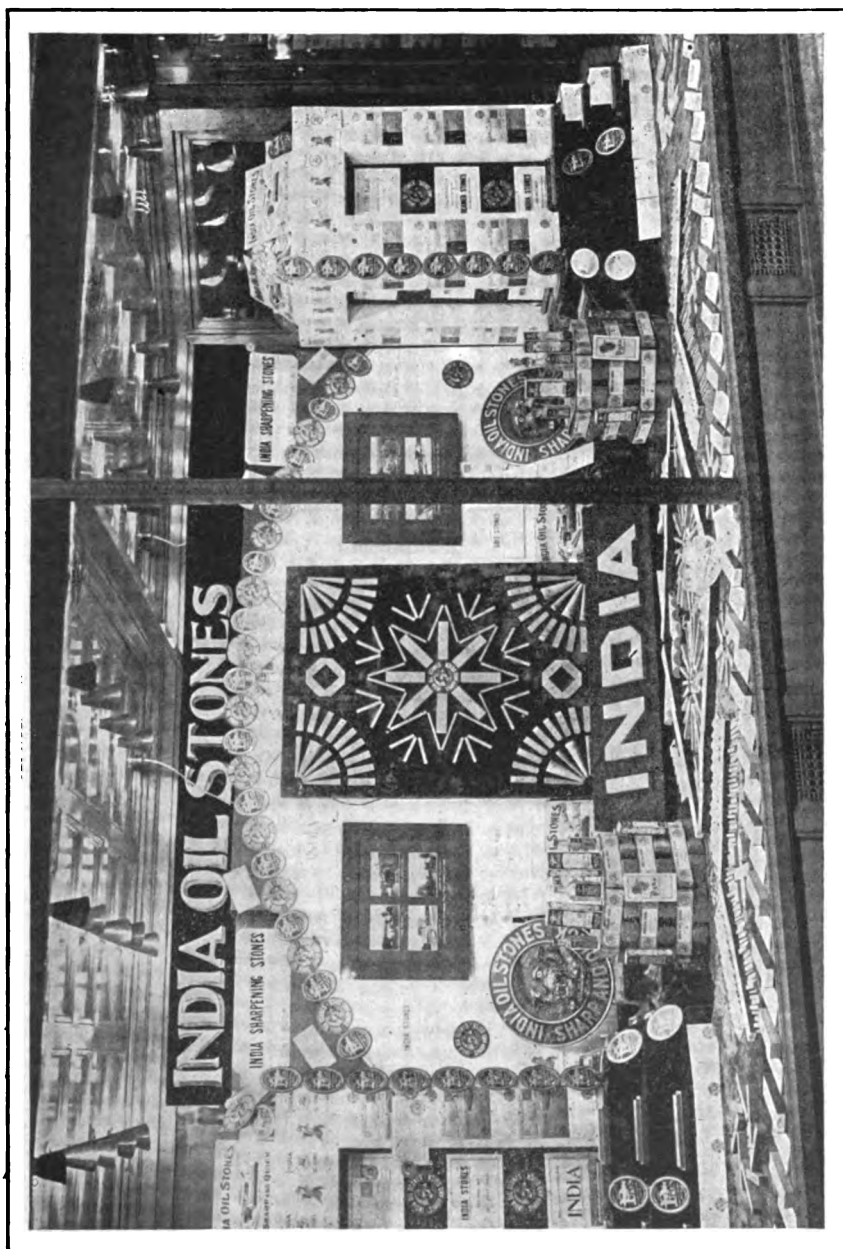


FIG. 190. AN ATTRACTIVE WINDOW EXHIBIT OF SHARPENING STONES BY PIKE MFG. COMPANY, PIKE, N. H.

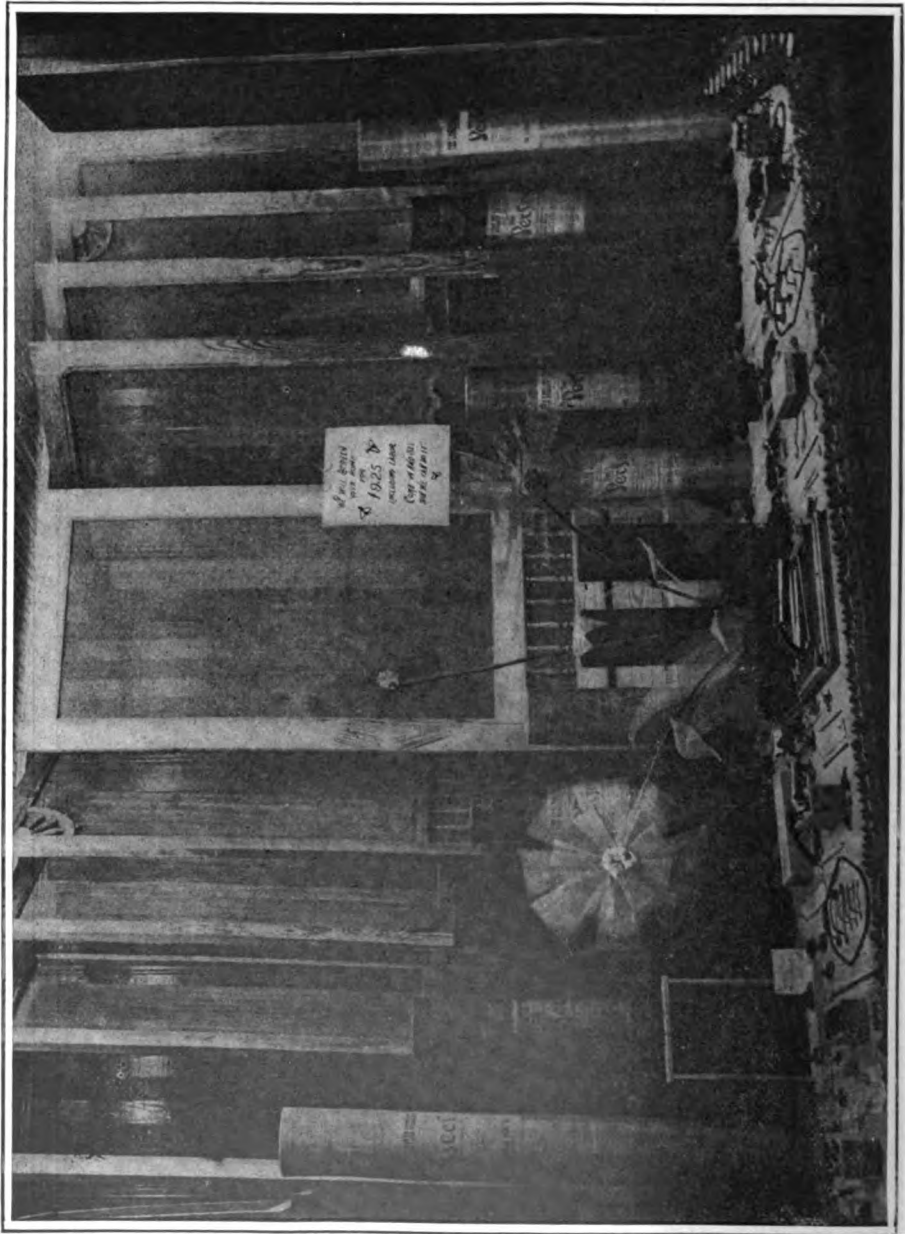


FIG. 191. WINDOW DISPLAY OF SCREENS BY THE PRAGER HARDWARE COMPANY, SAN ANTONIO, TEXAS.

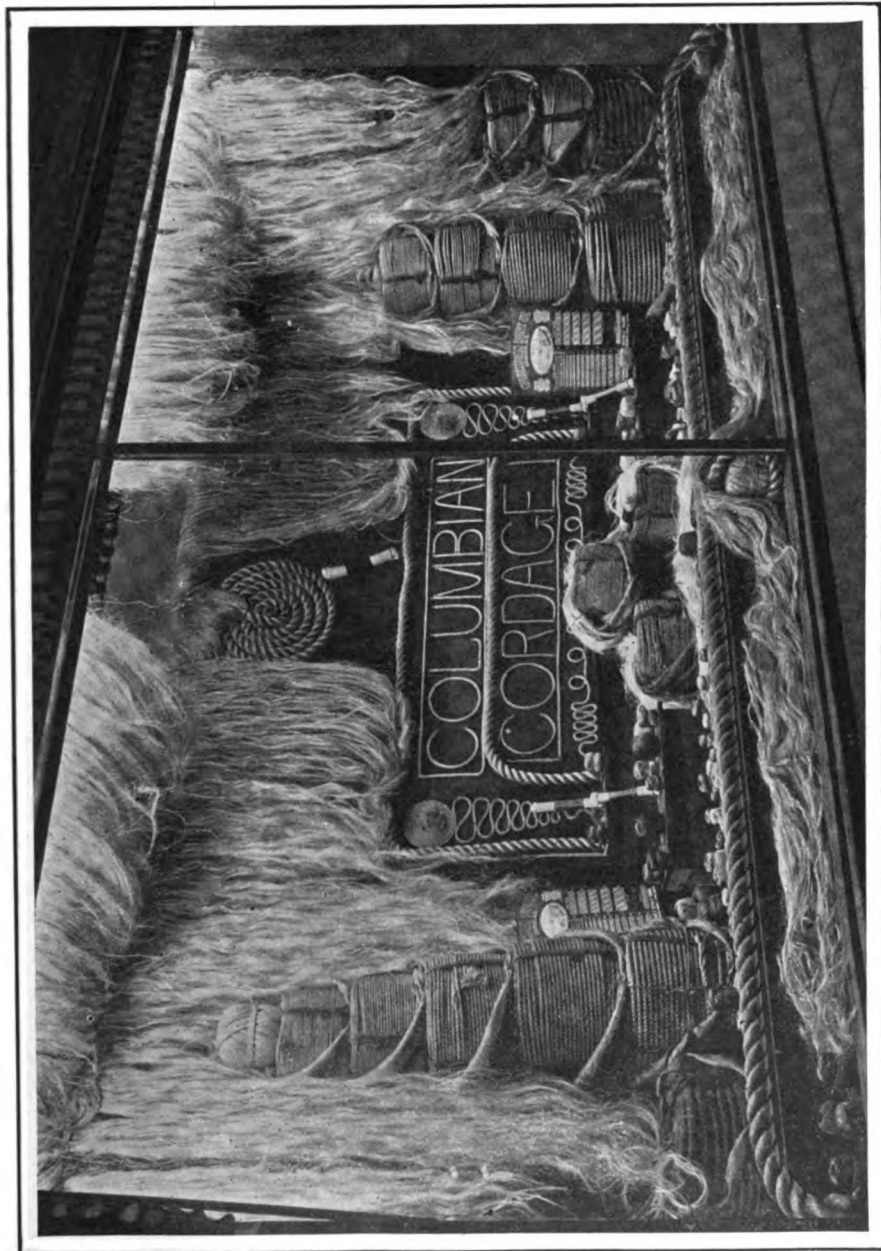


FIG. 192. ONE OF THE MOST ELABORATE CORDAGE WINDOWS EVER ARRANGED. A DISPLAY BY THE BOSTWICK-BRAUN COMPANY, TOLEDO, OHIO.

The center group, if arranged in a general display, in the manner here shown, would give the line a very satisfactory representation and at the same time provide a very pleasing attractive feature.

WIRE SCREEN GOODS

Wire screen is a more or less difficult class of goods to handle on account of its bulk and general tendency to unroll.

It is a line however which should receive a lion's share of window space when the goods are seasonable.

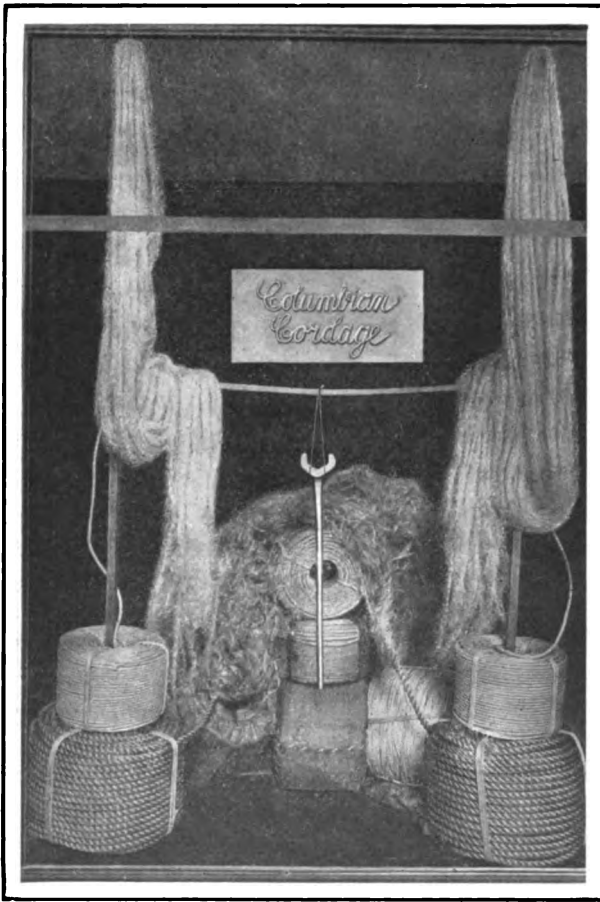


FIG. 193. A SIMPLE AND EFFECTIVE WAY OF SHOWING THE STRENGTH OF FIBRE. COLUMBIAN ROPE COMPANY, AUBURN, N. Y.

To place a few rolls of the goods in an obscure corner of the window is not giving them proper representation. A better method is illustrated in the window here shown (Fig. 191).

This arrangement is easily made and it provides a very striking background for a general display.

The classified arrangement of the rolls is interesting and adds materially to the general effect..

If the window be very small and it is not desirable to give over the entire window to the line, then window screens can be used in the place of doors. The window screens, with a few rolls similarly arranged, will also make a very appropriate and valuable perspective of a general display.

ROPE

We here give (Fig. 192)

one of the most elaborately arranged rope windows ever constructed.

Of course, such a window would be profitable to the average store only in case a special sale of the goods was contemplated.

The arrangement is not difficult or expensive, and the general effect of such a window would be most attractive.

A more suitable display is also shown (Fig. 193) for a window perspective

of the same class of goods. This will occupy but small space and will very creditably represent the line in a general display.

ROOFING

Roofing materials is a line of goods which, owing to the demand, should prove worthy of especial featuring.

The window shown (Fig. 194) is a suggestion for a complete window of the goods. However, a much more economical and in some ways, as profitable manner for displaying such goods would be to give them the perspective of a general display. The arrangement then can be as follows:

Construct a fixture, say, 24 inches wide with a height of 6 inches at the front and 30 inches at the back. Let it project into the window 24 to 30 inches. At each end should be terraced steps on which are placed rolls of material, the center slanting straight in the form of a roof. On this slant place flat samples overlapping each other, leaving enough of each exposed to properly disclose the goods and leave room for description and price, if desired.

GENERAL

We have here illustrated (Fig. 195) the effect of dividing a large window into sections by means of low dividing walls or fixtures.

While it has not been here carried out, such an arrangement is ideal for displaying in completeness, different and distinctive lines of goods.

Aside from presenting the effect of having several general displays on exhibition at the same time, it affords opportunity to make frequent changes by sections, which, owing to the smaller amount of goods sampled, makes it possible to keep a fresh and interesting window at all times without especial effort at any one time.

This window (Fig. 196) approaches as near the ideal of a general display as can be desired.

Here the terraced arrangement provides ample and proper representation of the goods advertised. The classified grouping of the goods secures that interest which a broken and miscellaneous display cannot.

The tasty decorations provide a very satisfactory and appropriate attraction. Such an arrangement is no more difficult than a more chaotic, and the aim and end of the window display is fully accomplished.

A window so arranged and planned, will prove a powerful selling agency and will return a hundred fold on the time and money involved.

Here is shown a display (Fig. 197) in which it is aimed to give representation to all lines of seasonable goods.

Such displays are always interesting and in the one shown, the only serious error is in not supplying some especially attractive feature.

A still greater interest could have been added had each class of goods been placed in a more classified manner.

By arranging such displays in classified groups, attention is centered long enough on one line to impress and interest, where if the lines be broken up and scattered, such interest will not be secured.

We present this window (Fig. 198) to show the effect of placing too many goods on a floor level.

It is only such goods as stand in the front that receive proper recognition. All this can be easily overcome by arranging a terraced formation of some kind, whether pyramid or otherwise.

No matter whether the goods be all of one class or only as sample of each. Goods are placed in a window to be advertised and the space occupied is valuable.

The arrangement here shown is on the plan of the farmer who sows a large field of grain and takes the trouble to harvest only such part of it that is most easy to get at. In fact, if the farmer have large acreage, he is more excusable. For in case of the window the space is most limited and valuable, hence, every inch of it should be put to making money.

BATHROOM FIXTURES

There is no reason why bathroom fixtures and sundries are not as appropriate in hardware stock as door locks. But if carried, like all such lines, they need a more or less featured display.

In the window shown (Fig. 199) the variety of goods is small which carries the impression that the stock is very limited, which no doubt was the case. But to obviate such impressions, it is best, in making a display where the stock is small, to occupy but a portion of a more general display and place the goods where they will be given the perspective or spotlight of the display.

HARNESS ACCESSORIES

To carry a modest line of harness accessories does not necessarily mean that the hardware dealer must conduct a harness shop. But it does mean that his display window must take a very active part in making the line a success.

Very few people, unless it be prominently advertised will think of going to a hardware store to purchase saddlery goods, especially if there be exclusive stores in the same town. Yet a considerable number would purchase such supplies, while shopping for hardware, if the line were properly brought to their attention.

Here the window steps in and does what general advertising cannot do and that is to disclose to every passerby the fact that such goods are to be had at that hardware store.

The window shown (Fig. 200) illustrates the possibilities of an attractive display. This, and kindred lines which are more or less foreign to the hardware



FIG. 194. AN ATTRACTIVE SEASONABLE WINDOW DISPLAY OF PREPARED ROOFING MATERIAL. LITERATURE USED IN THIS DISPLAY WILL BE FURNISHED UPON REQUEST BY F. W. BIRD & SON, EAST WALPOLE, MASS.

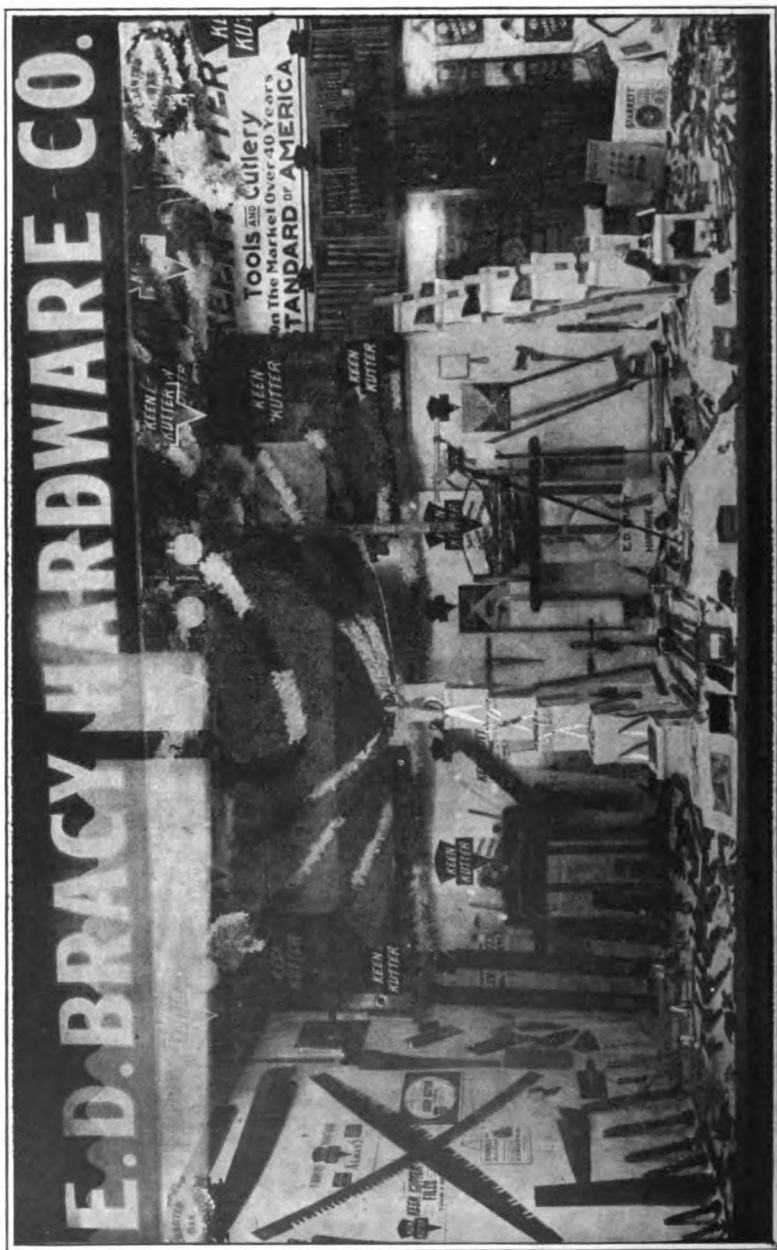


FIG. 195. VARIOUS GOODS SEPARATED IN WINDOW BY USE OF PORTABLE PARTITIONS, BRACY HARDWARE COMPANY, LITTLE ROCK, ARK.

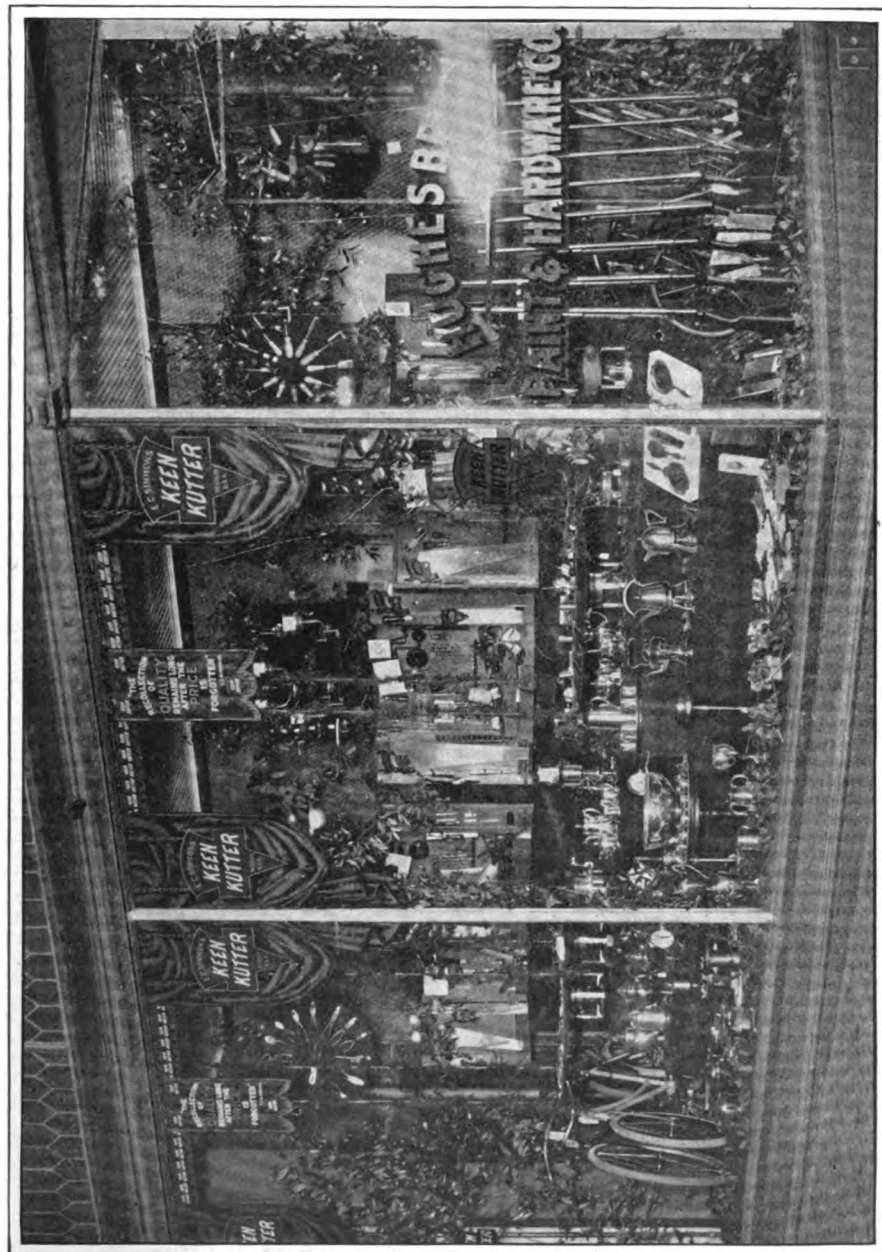


FIG. 196. MISCELLANEOUS GOODS ATTRACTIVELY DISPLAYED WITH GREEN TRIMMINGS BY HUGHES BROS. PAINT & HARDWARE COMPANY, KANSAS CITY, MO.

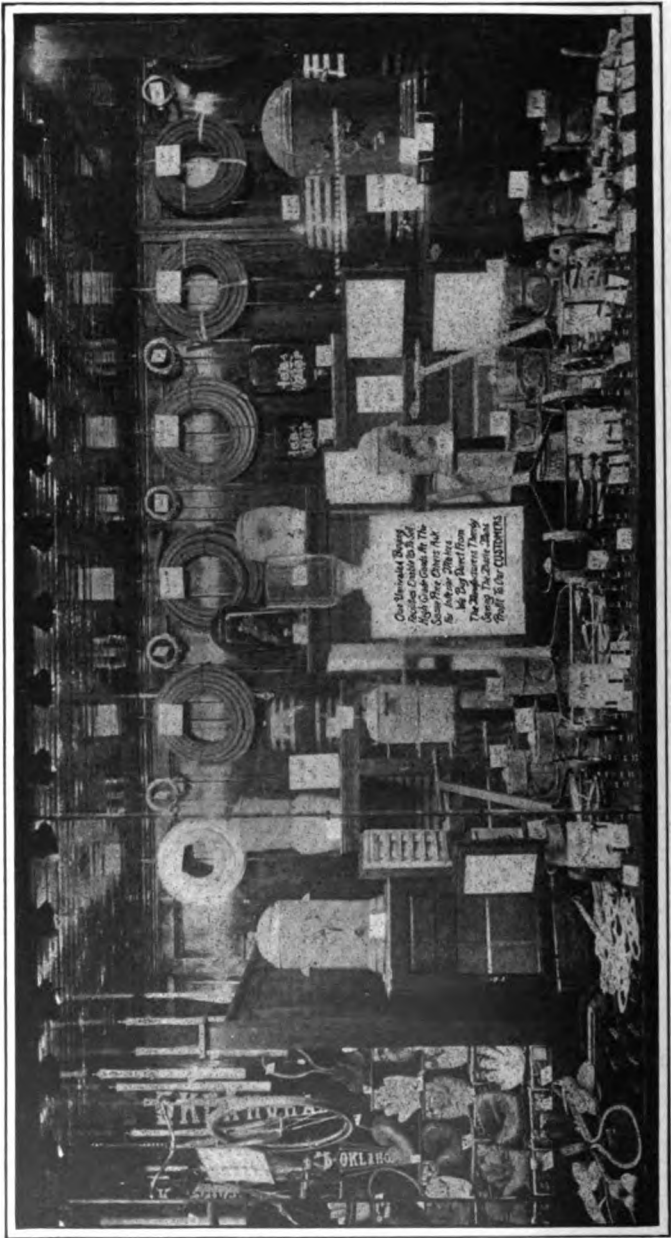


FIG. 197. SEASONABLE DISPLAY FOR SPRING AND EARLY SUMMER BY W. J. PETTEE & Co., OKLAHOMA CITY, OKLA.



FIG. 198. TWO WEEKS' WINDOW DISPLAY OF NEWARK-MADE GOODS BY LUDLOW & SQUIER INCLUDING WEEKLY SPECIAL OF OUTFITS FOR HOME SHOE REPAIRING AT 49 CENTS.

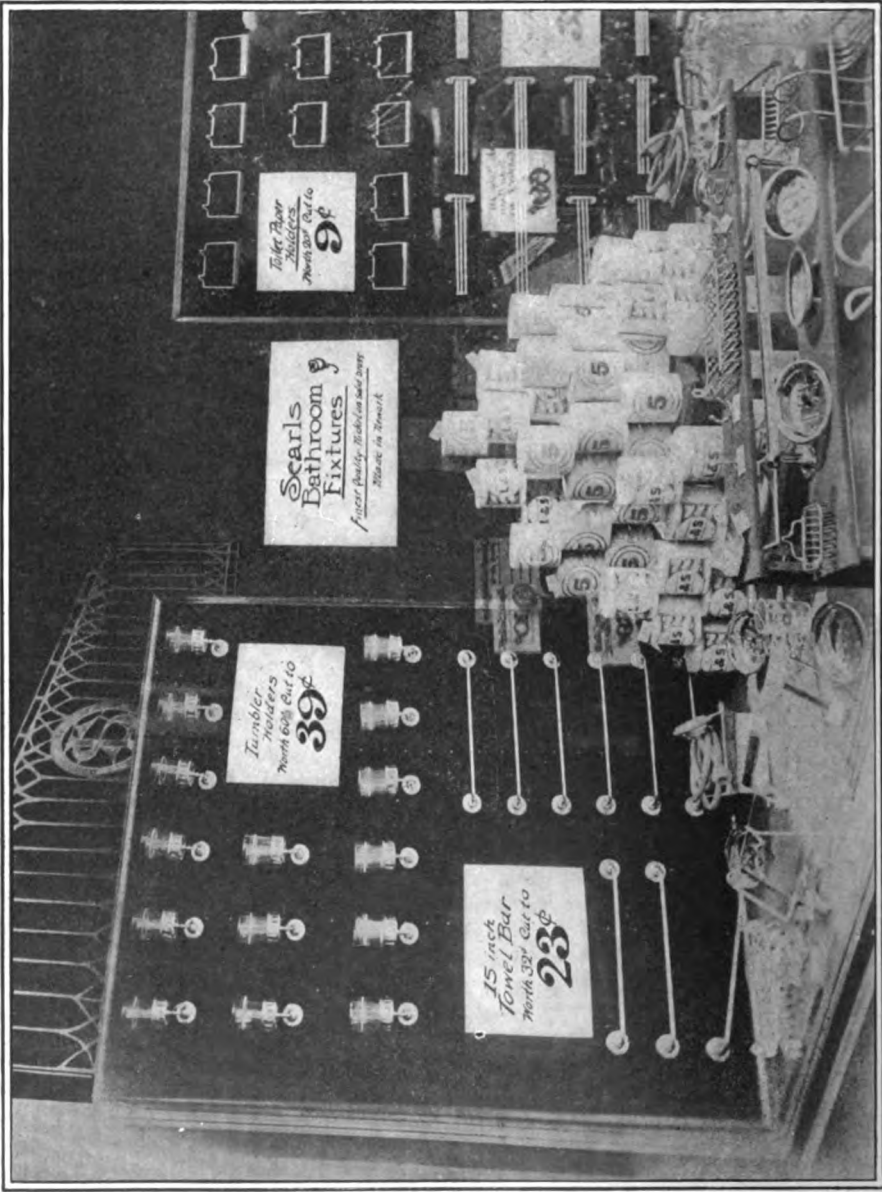


FIG. 199. SHOW WINDOW DISPLAY OF BATHROOM FIXTURES AND TOILET ARTICLES ARRANGED FOR SPECIAL WEEKLY SALE
BY LUDLOW & SQUIER, NEWARK, N. J.

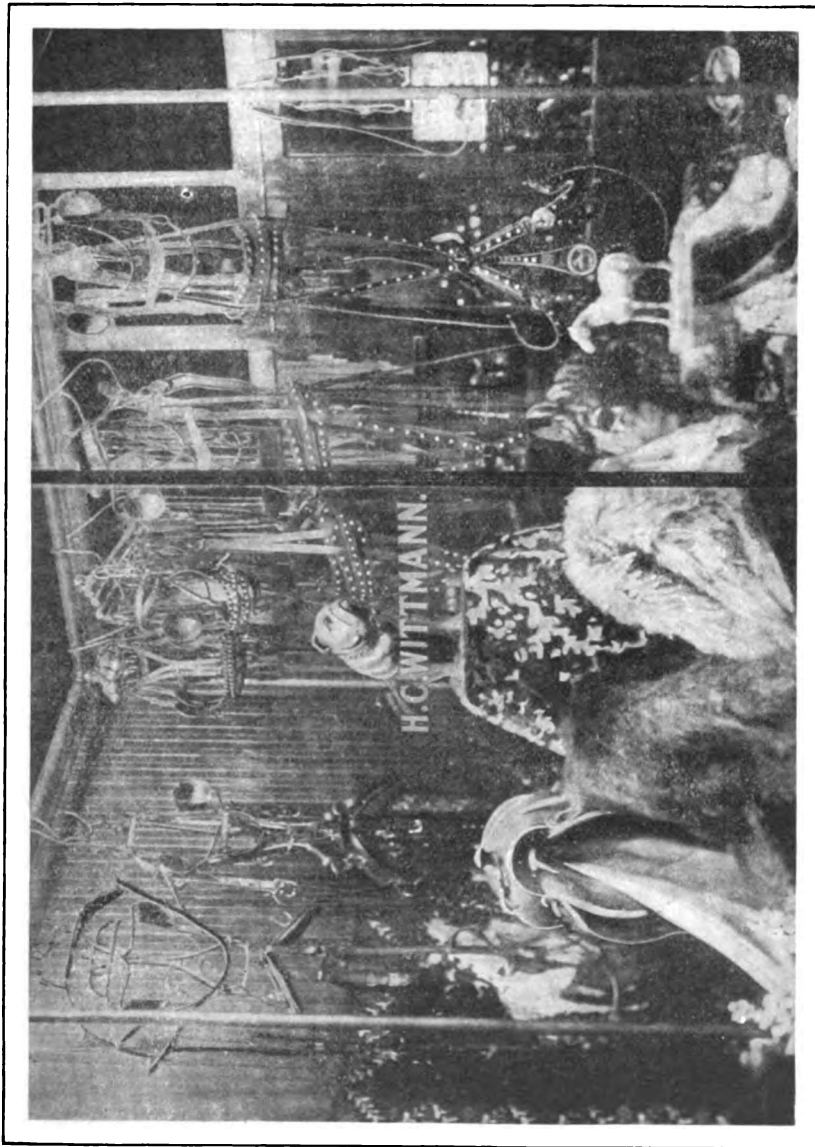


FIG. 200. THIS WINDOW IS DEVOTED EXCLUSIVELY TO HARNESS AND ACCESSORIES PRESENT DISPLAY SHOWS LIGHT HARNESSSES, FUR AND BLANKET ROBES, DOG COLLARS AND OTHER SMALLER ARTICLES OF THE HARNESS DEPARTMENT.

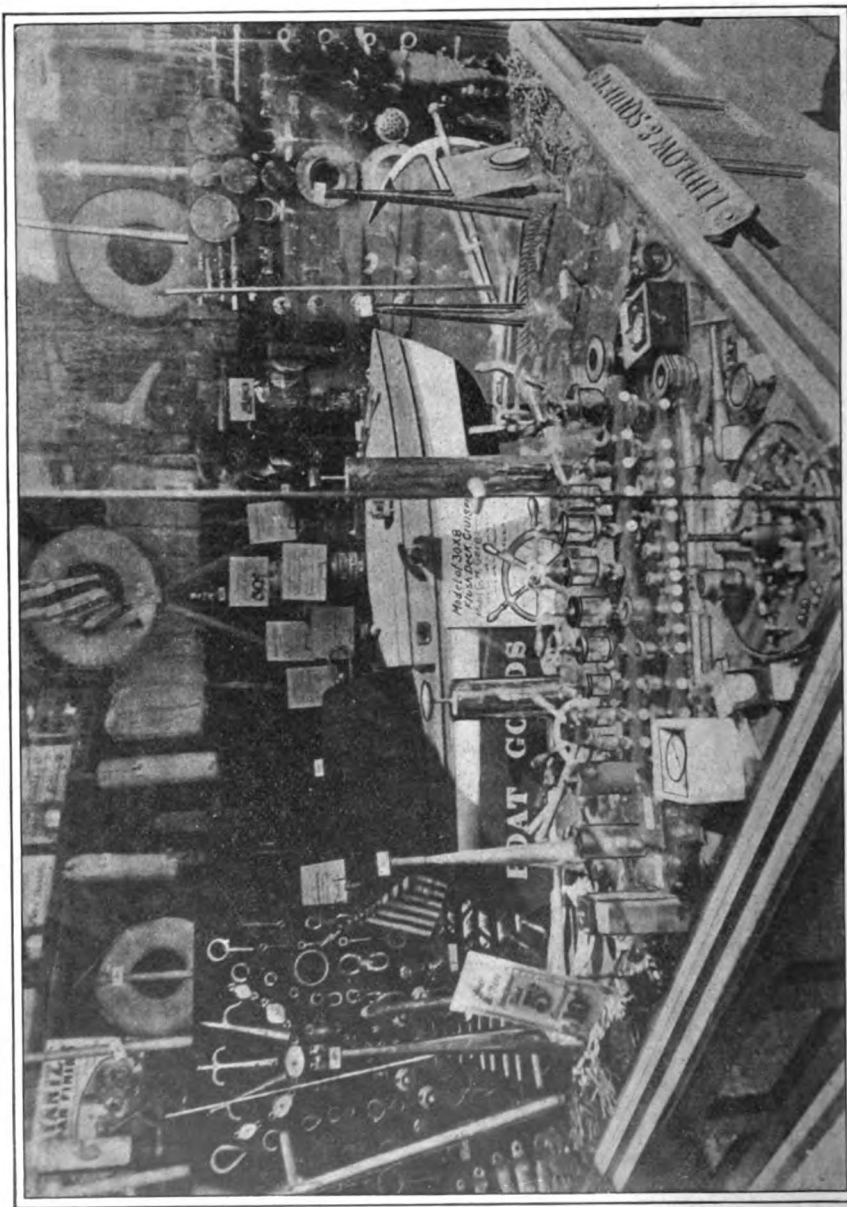


FIG. 201. LUDLOW & SQUIER, NEWARK, N. J., WINDOW DISPLAY OF BOAT SUPPLIES, INCLUDING GOODS FOR MOTOR, SAIL AND ROW BOATS, COVERING A LARGE LINE OF ARTICLES.

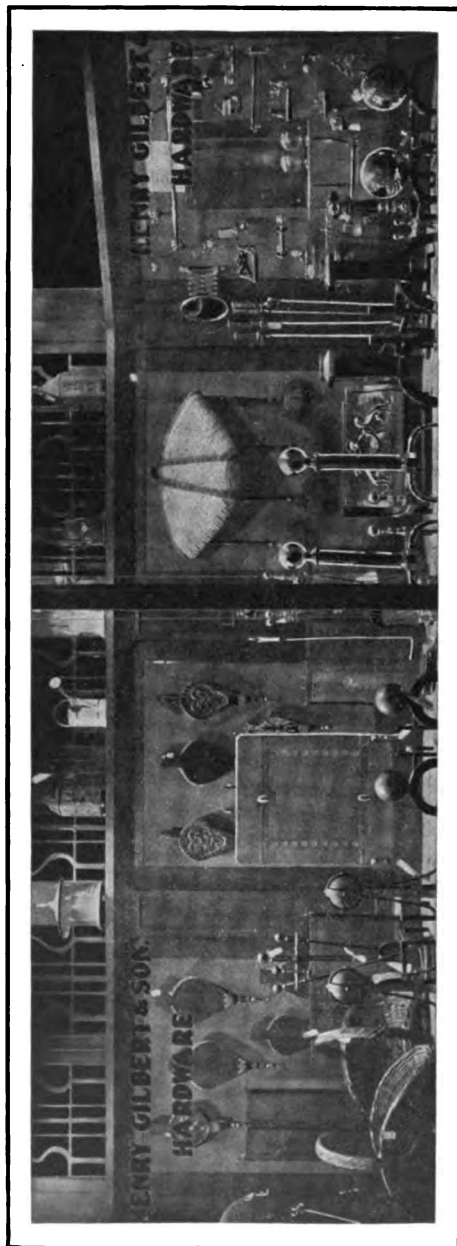


FIG. 202. FIREPLACE GOODS ARE AS OLD AS HARDWARE STORES, BUT THEY MAKE DISPLAYS THAT ARE ALWAYS WELL RECEIVED,
DISPLAY BY HENRY GILBERT & SON, HARRISBURG, PA.

line, can be most profitably displayed along with other goods by setting aside to them a section of a large window, or giving them featured location in a general display.

In fact, the featuring prominently of a line foreign to the regular lines often contributes an attraction which assists materially in selling other goods.

MARINE GOODS

Where the location is favorable, no line of hardware stock can be considered complete without a reasonably complete line of marine goods.

In displaying such there is no place where the scenic can be used to better effect.

Such a selection of goods as is shown in the window here given (Fig. 201), would have a very attractive feature and appropriate setting, if a seashore scene were placed as a background.

It is evident from the window shown, that a very complete line was carried. It is not always that as great an amount of goods can be spared from stock, but in every case, whether it be a special and complete display, or only part of a general display, such goods are capable and worthy of an attractive arrangement and setting.

In carrying out the scenic effect the realistic can be made more delusive by constructing before the bottom of the scenic curtain a sandy beach. All this is easy of construction and but little expense need be involved.

HEARTH GOODS

No up-to-date line of heating goods is complete without a more or less extended line of fireplace accessories.

The display shown (Fig. 202) is very creditable in as much as the arrangement is good and the selection of samples such as to make the display, as a whole, very attractive.

A suggestion, as an attractive feature, would be the building of an old-time fireplace with its crude yet interesting settings. This, placed as the perspective of the display, would prove exceedingly attractive and interesting and yet be in keeping with the line shown.

Store Fronts

IT IS unfortunate that all architects of stores do not fully appreciate the importance of window displays. The result is that many stores are designed with the thought of providing for everything else first and then grudgingly give what is left over to the windows.

In this way, the merchant frequently finds himself handicapped when he tries to make a creditable window display of his goods.

In these days of general and liberal advertising, the public is very apt to favor the store where the lines carried are best advertised, be that in newspapers or windows. The more one can see from the outside the more apt he is to conclude that what he wants is carried in stock, and the more temptingly it is displayed, the more appetizing it becomes.

A store having ample and well arranged window space and located less advantageously as regards the street, will often prove more profitable than one located on a better street, yet making the proper display of goods an impossibility. For it is not so much the number of persons who pass as the number who come in and trade.

Thus, it naturally follows that the store front is as vital a factor in the success to be attained as any other feature.

As this problem becomes more complex in the small store, it is this class of store fronts we shall here give the most attention.

In the majority of small stores, the door is placed in the center. The effect of this is to make two small windows, neither of which is capable of any reasonably extended displays.

On the other hand, if the door be placed at the side, the window is not divided and as a consequence, there is one window where creditable displays of most any kind are possible.

Another serious error is in not providing sufficient lighting space at the top of the window. The glass should go as near the ceiling as practicable. But the upper section should be hinged on the lower side so that in hot weather, air can be admitted.

This arrangement leaves it possible to build an enclosed window and thus keep the goods displayed free from dust, and yet not seriously obstruct light and air.

It will be observed from most of the accompanying illustrations of store fronts, that the aim has been at all times to create as great length of window

frontage as possible. This is accomplished by breaking the frontage line by recesses. The wisdom of taking up floor space in the main salesroom may be questioned by some. But we venture to say that if a recess be made of sufficient depth to permit sampling of every article carried in stock, it would prove a very profitable investment.

STORE

The window front line is here (Fig. 203) broken by two doors. Plenty of doors may be useful in case of an emergency which makes it needful to empty the store quickly, but what other uses they can have in a small or medium store front is not evident.

If the center space had been taken for one good liberal sized door and the spaces on either side devoted to broad roomy windows, it would have added greatly to the selling powers of the store windows.

It is well to keep in mind at all time that doors do not sell goods and that well arranged display windows are the most potent factor in store merchandising.

A store front with one liberal door and the remainder of space devoted to business getting windows is illustrated here (Fig. 204).

In the place of having 2 or 3 small, incompetent windows there is provided 2, having the greatest selling possibilities.

It will be observed that the upper part of the space is devoted to signs. This gives a clear and unobstructed view of the goods displayed.

Such arrangement also answers the requirements of those objecting to the appropriation of salesroom floor space being devoted to the window. In this case, the windows are filled with closed backs. They are also admirably planned for curtain or half panel back effects.

It is generally agreed that show windows with a partition at the back are the most practical, both from the standpoint of convenience in arrangement of goods and pleasing and effective appearance. The Lewis-Tedford Hardware Company, Denver, Colo., however, sacrifices the background and thereby all of the store rooms are plainly seen from the street. The interior is kept neat and attractive and this in itself is a standing advertisement.

A novel feature of this company's windows, which are here illustrated (Fig. 205), is the lower compartment for display purposes, on the street level. This alone attracts considerable attention and the sales prove its value. The carpenters' tools, displayed in the window at the left, were nearly all tagged with prices. This display brought good results.

The bottom and pyramid of the paint window were covered with white cheesecloth, on which were arranged cans of paint and color cards.

The concern behind this front works on the policy that the more goods in sight the more chance of selling them.

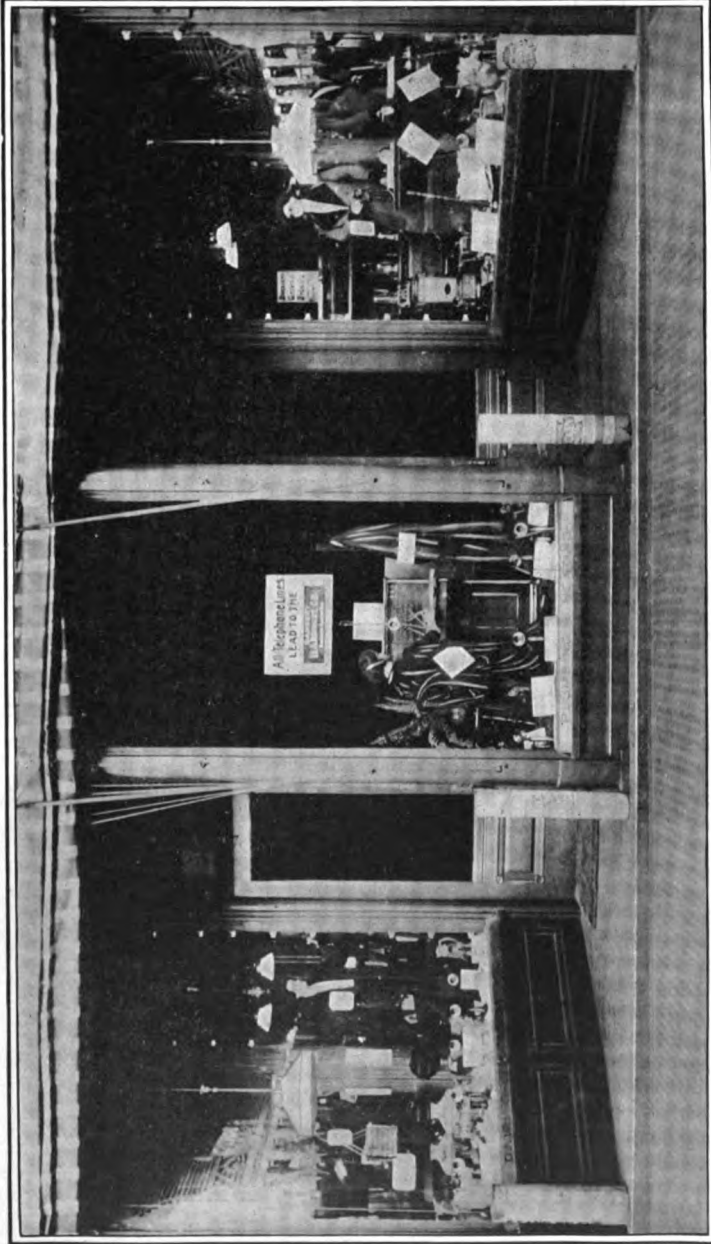


FIG. 203. NOVEL WINDOW DISPLAY OF DANBURY HARDWARE COMPANY, DANBURY, CONN., DEMONSTRATES THE VALUE OF ORDERING BY TELEPHONE.

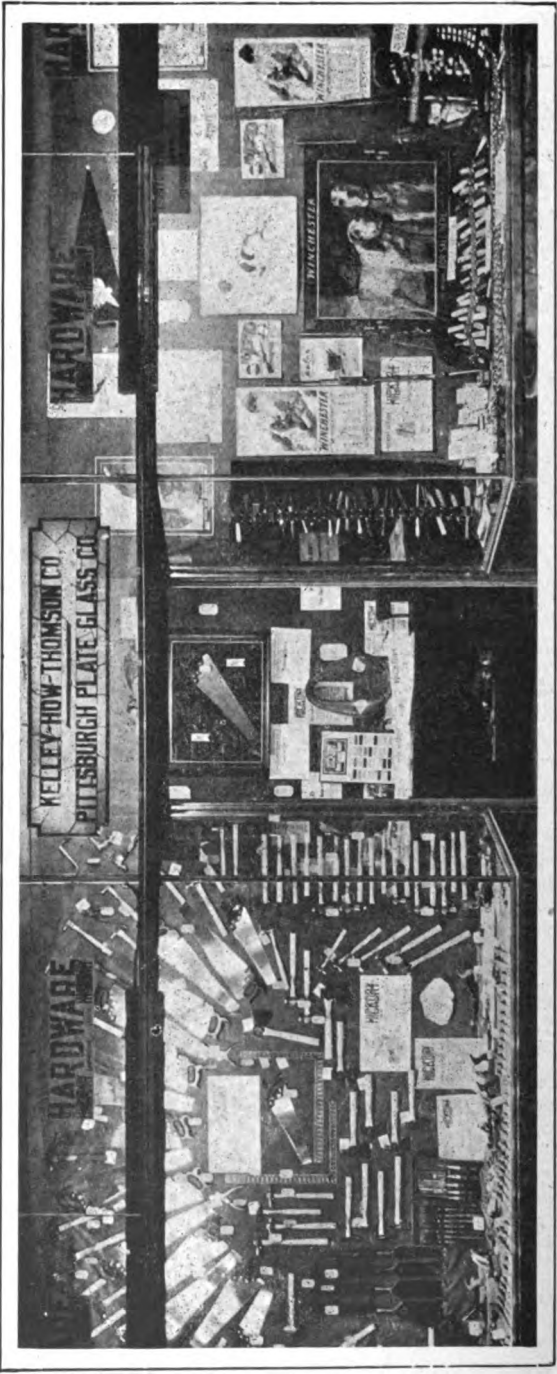


FIG. 204. MODEL STORE FRONT WITH WINDOW DISPLAYS SHOWN AT THE ST. PAUL HARDWARE EXHIBIT OF KELLEY-HOW-THOMSON COMPANY, DULUTH, MINN.

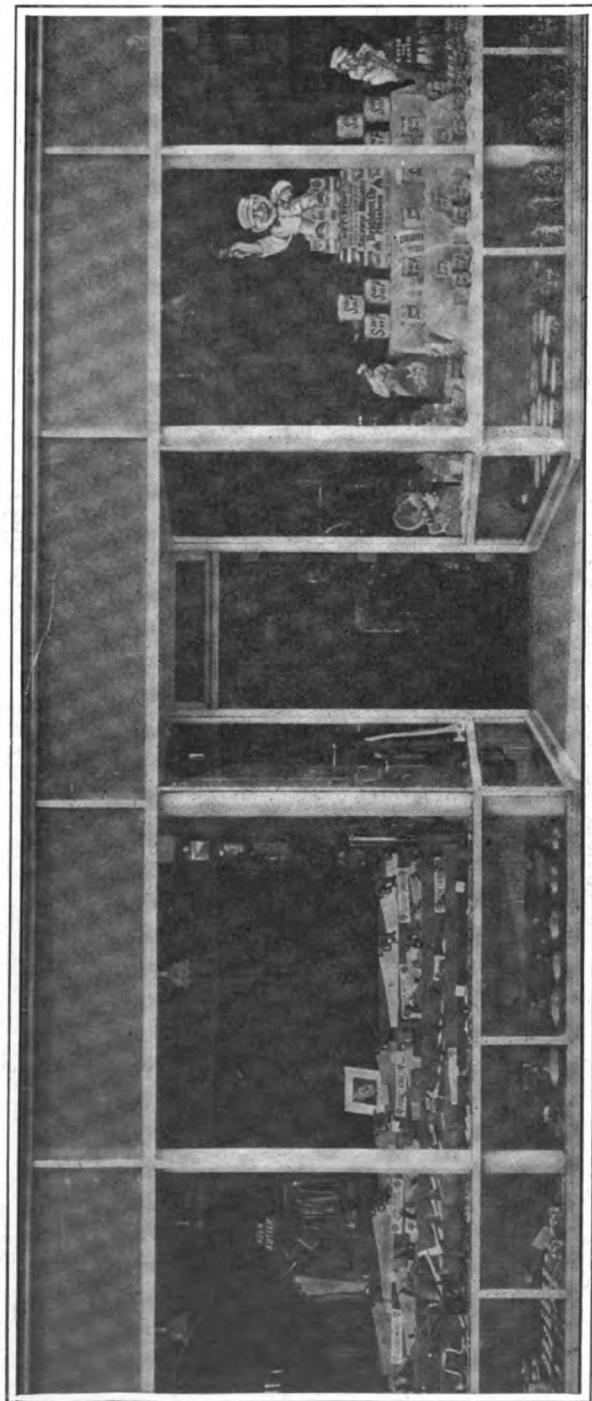


FIG. 205. LEWIS-TEDFORD HARDWARE COMPANY, DENVER, COL., SHOW WINDOW WITHOUT BACKGROUND DISPLAYING CARPENTER'S TOOLS AND CANS OF PAINTS AND COLORS.

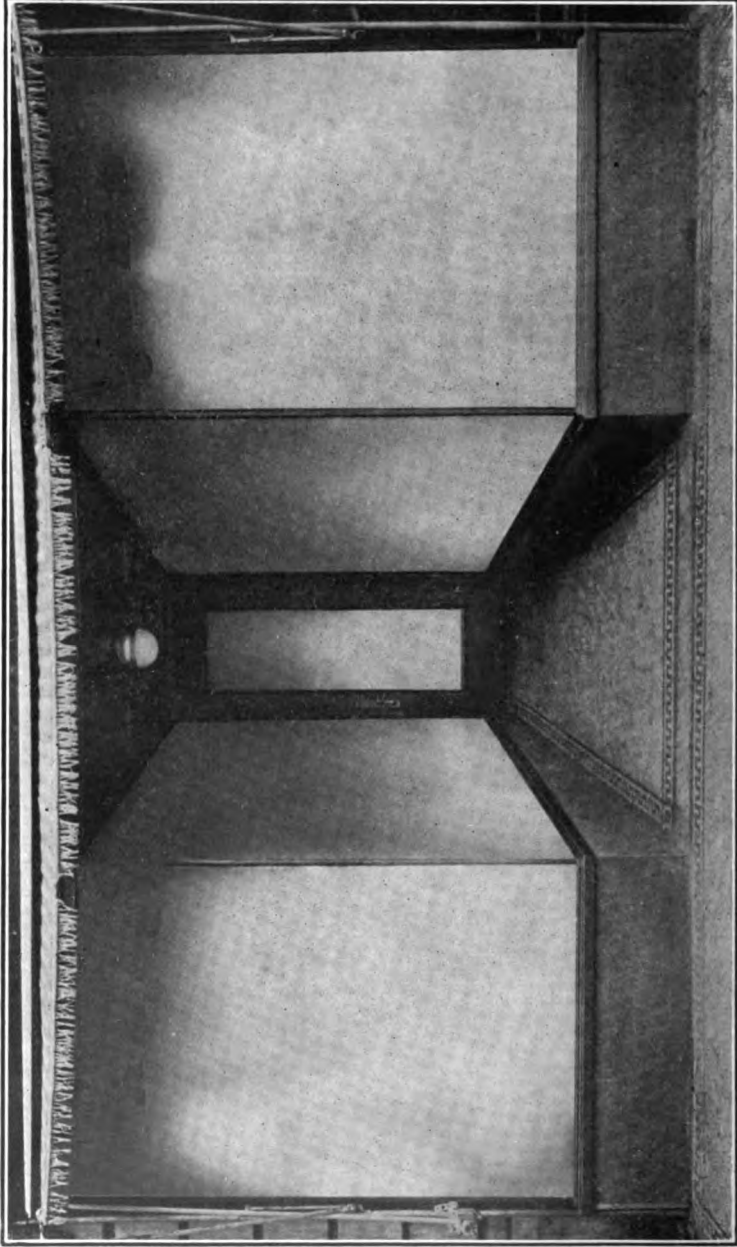


FIG. 207. A MODERN STORE FRONT, WITH AN ENTICING VESTIBULE, WHICH WITH WELL DRESSED WINDOWS IS DESIGNED TO LEAD PEDESTRIANS INTO THE STORE.

In the arrangement here illustrated (Figs. 206 and 207), two results are aimed at. To get the people off the street, thus freeing them as much as possible from annoyance while interested in the exhibit, and gradually drawing them into the store.

And again, to give greater display frontage. The windows on either side of the vestibule are the same size. The face is 19 inches high above the sidewalk, making low windows and the plate glass extends $7\frac{1}{2}$ feet above the base, held in metal frames. The floor of the vesti-

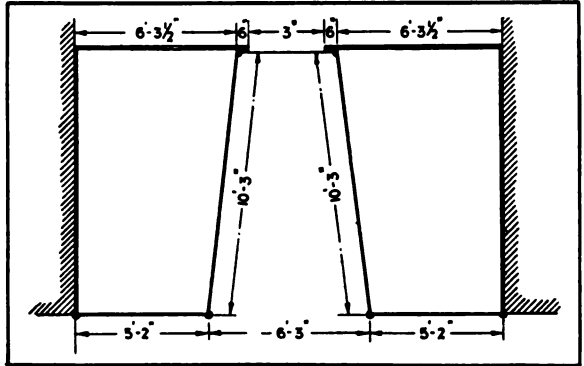


FIG. 206

bule is of small mosaic work, and rises about a foot from the front glass to the door. This gradual ascent is less objectionable than a step and scarcely perceptible.

On each side of the vestibule is a 10 foot length of plate glass providing sufficient space for a fine display of goods. The glass in the door is 2 feet wide and $6\frac{1}{2}$ feet high. The interiors of the windows are finished in natural oak with paneled ceiling, while the floors have parquet edges on 2 sides next to the glass.

UNDERGROUND DISPLAY FRONT

To convert the ordinary waste space under the sidewalk or front of basement into useful and attractive display room, the scheme here illustrated (Figs. 208 and 209) is planned. (Fig. 208) is a vertical cross-section of window and basement. The other is showing general effect from street.

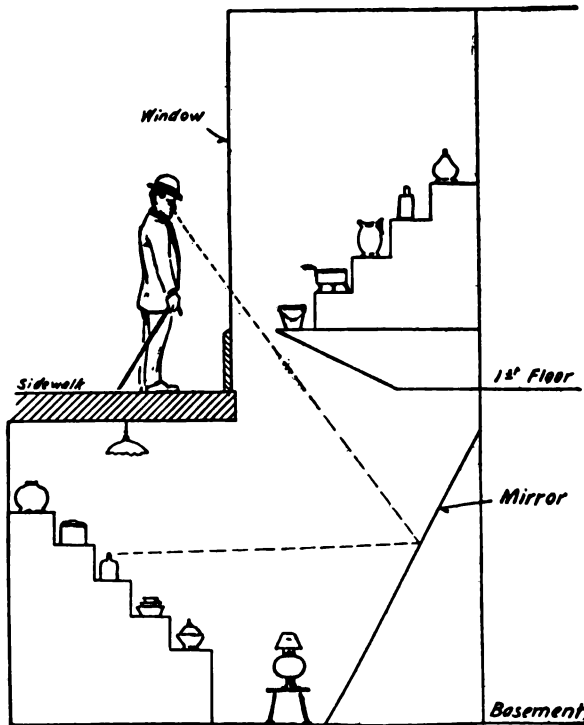


FIG. 208. DIAGRAM OF UNDERGROUND SHOW WINDOW USED BY PENNSYLVANIA HARDWARE CO., PITTSBURGH, PA.

The floor of the windows is supported by cantilevers about 18 inches above the regular level and extends to within about 18 inches of the glass front. Below

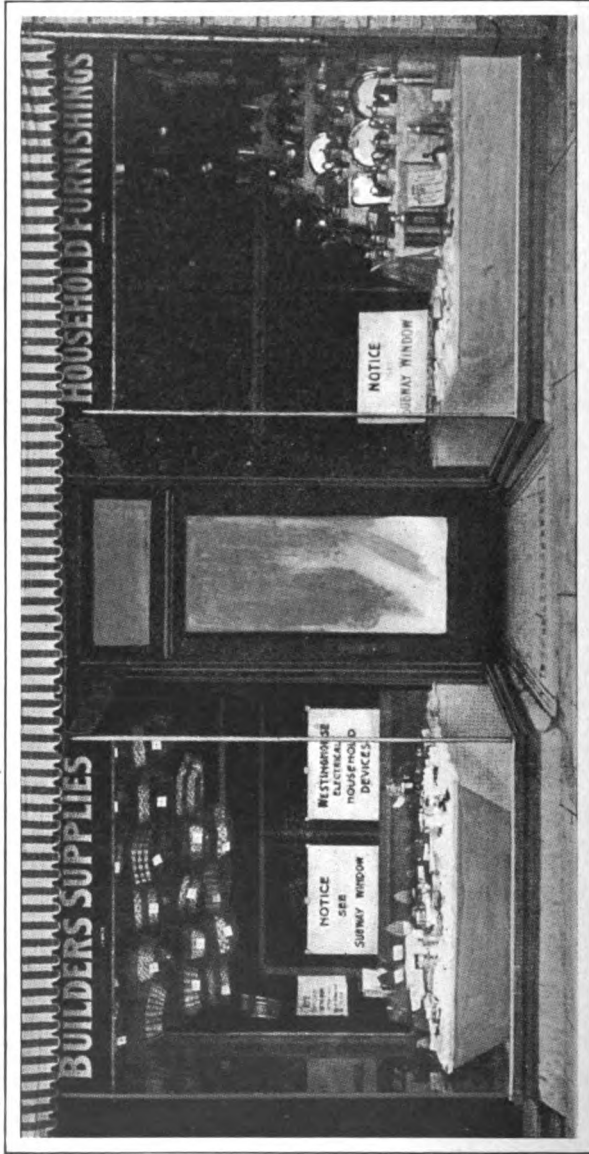


FIG. 259. SHOW WINDOWS WITH OPENING IN FRONT LOOKING INTO CELLAR WHERE STILL ANOTHER DISPLAY IS REFLECTED BY MIRRORS; PENNSYLVANIA HARDWARE COMPANY, PITTSBURGH, PA.

the windows is space 27 by 15 feet extending underneath the sidewalk and with the rear and sides lined with mirrors. An elaborate display is arranged underneath the sidewalk and is reflected upward by the mirrors, which are set at the proper angle. The passerby, therefore, not only sees the contents of the windows, but can also look down at the entire display beneath his feet.

The effect is of a very large room filled with articles arranged in a most artistic manner, for the trim is reflected again and again by the mirrors, and gives the appearance of perfect symmetry. It need hardly be said that a great deal of skill is required to arrange the display properly so that the result is not hopelessly confused.

These windows attract a great deal of attention, especially in the evening when the underground display is illuminated by hidden lamps. The illustration shown was made while the windows were filled with electric heating and cooking apparatus and small domestic motors. The signs which mark each device are made of glass. The text was painted on first and then covered with white paint. Each sign, therefore, reads backward, but is properly transposed when reflected by the mirrors.

RECESS FRONT

Here again (Figs 210 and 211) we have the same general idea expressed as on page 408, only on a much more liberal scale.

The cases in the center afford ideal facilities for displaying special sale goods or new lines to which especial attention is desired.

Fig. 5, aside from showing floor plan of front, gives general arrangement of store.

An imposing lobby effect is shown in the front here illustrated (Fig. 212).

The legend "Look into It" well illustrated the thought here aimed at in the front arrangement.

A more ideal provision for inducing the public to stop and examine the goods displayed would be difficult to conceive.

The massive ceiling effect, the marble base and the graceful lines all create attractions which are so necessary in all store fronts.

Goods displayed in such windows are sure to receive most favorable consideration as their setting is such as to inspire confidence and respect.

STORE

The average small store front is well illustrated here (Fig. 213).

In this case the merchant, in order to increase his show space, has resorted to the use of a double deck arrangement.

This, of course, is one way out of the difficulty. Another, and better way, would have been the construction of a pyramid fixture in each window. This pyramid to have three terraces and four sides. The shelf of each terrace to

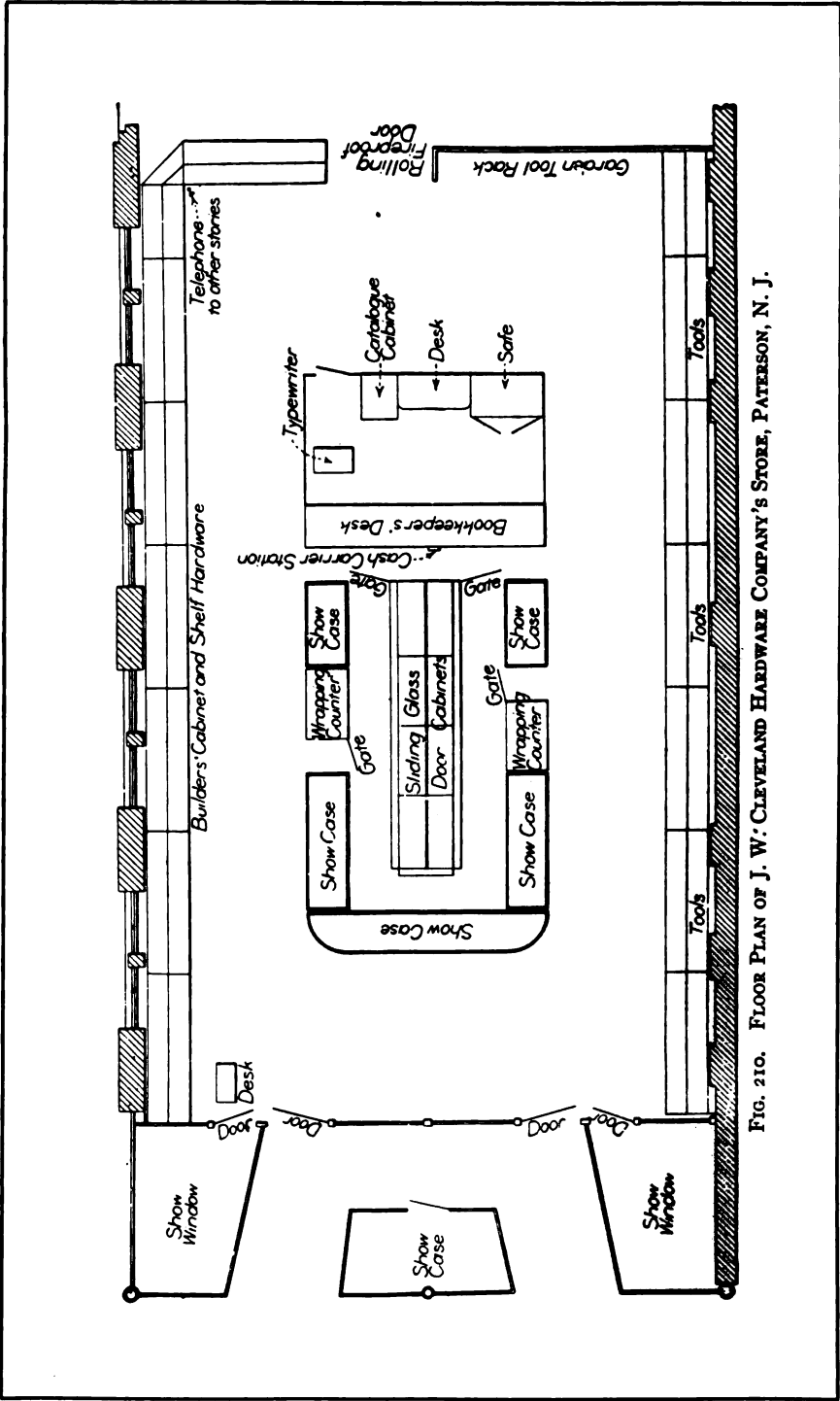


FIG. 210. FLOOR PLAN OF J. W. CLEVELAND HARDWARE COMPANY'S STORE, PATERSON, N. J.

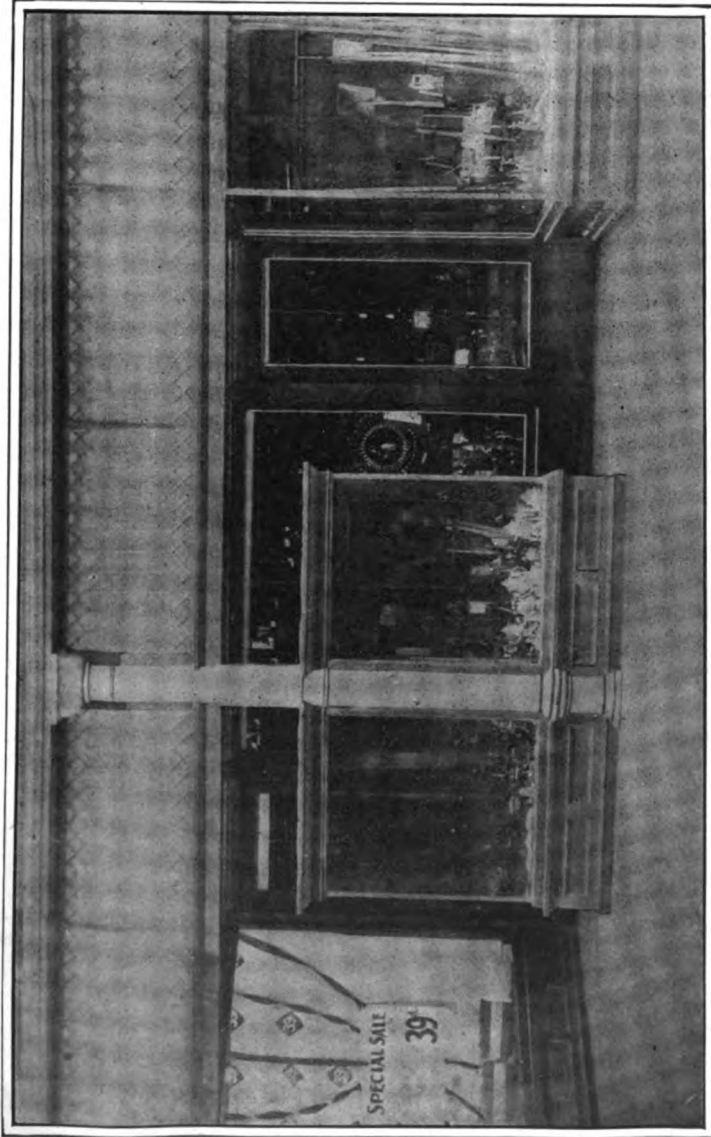


FIG. 211. THE ATTRACTIVE AND INVITING ENTRANCE OF J. W. CLEVELAND COMPANY'S STORE.

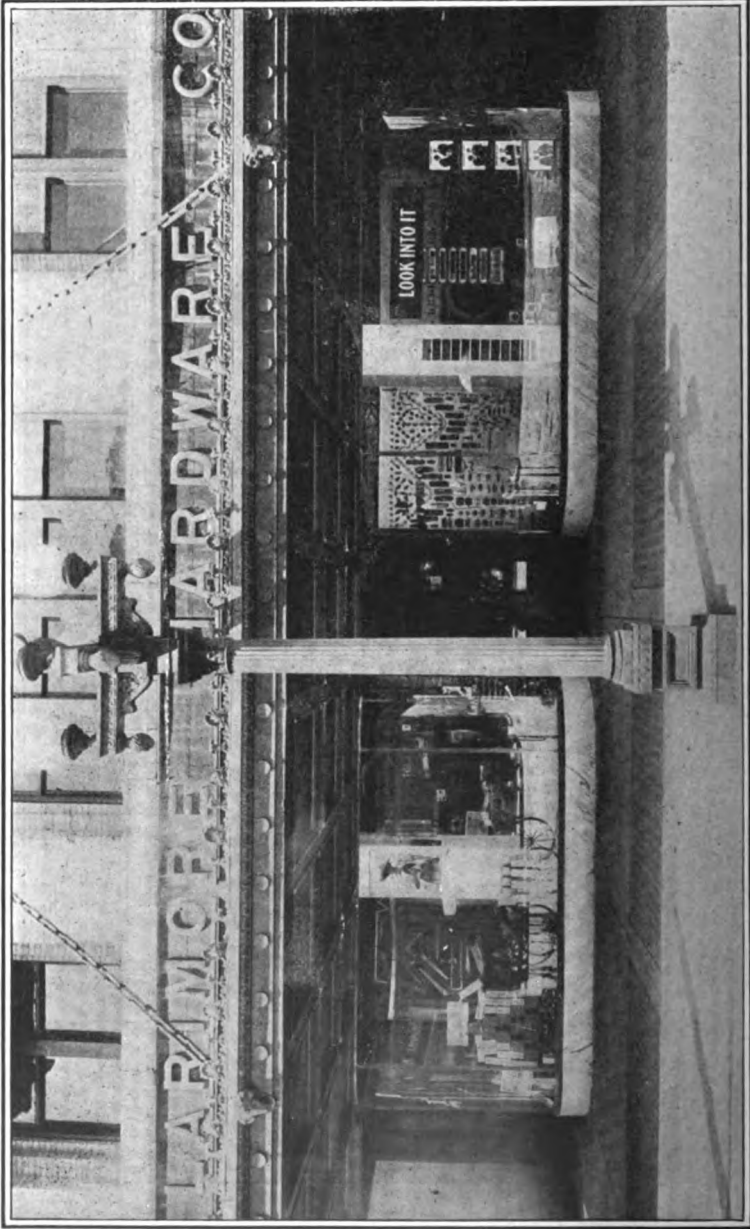


FIG. 212. THE IMPOSING STORE FRONT OF THE LARIMORE HARDWARE COMPANY, OKLAHOMA CITY, OKLA.

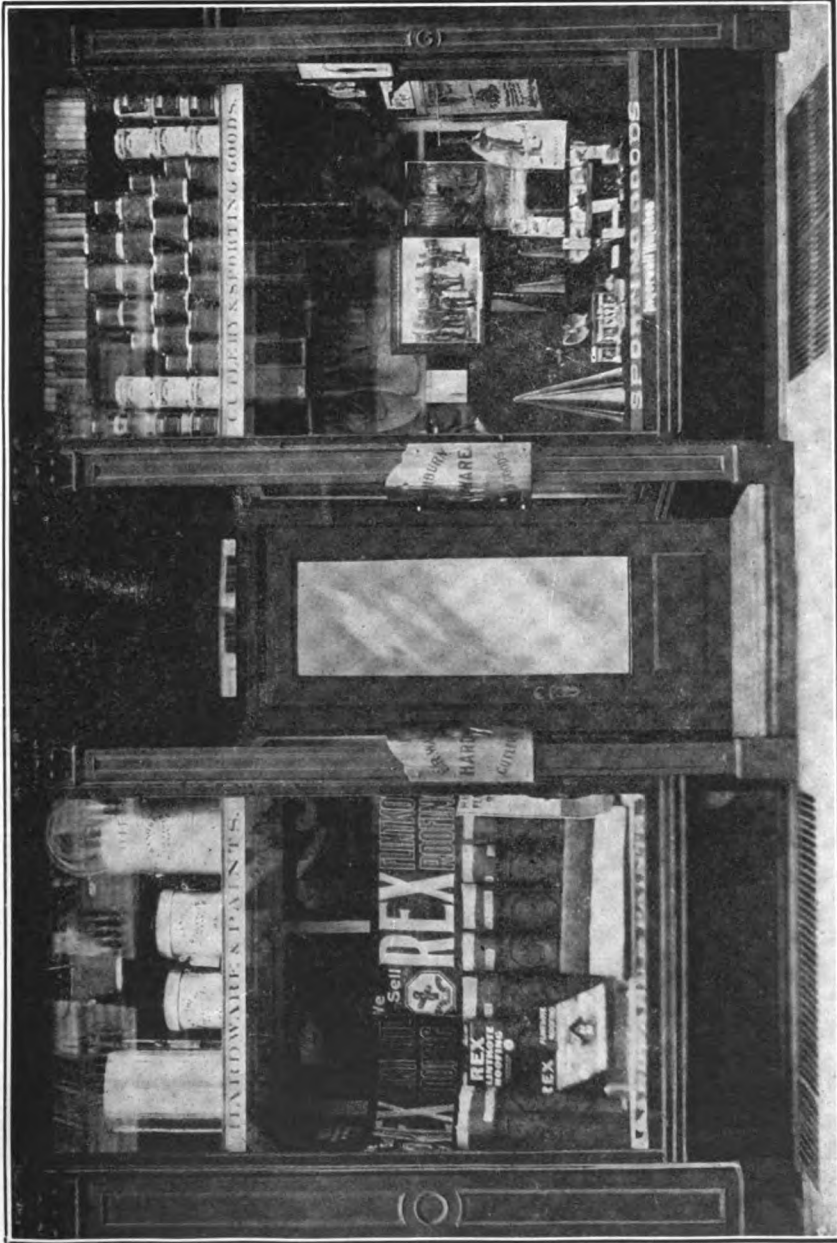


FIG. 213. SHOW WINDOWS WITH UPPER AND LOWER DIVISIONS. GIVING MORE FLOOR SPACE AND PERMITTING DISPLAY OF MORE GOODS OF DIFFERENT VARIETIES THAN WITH THE ORDINARY STYLE OF WINDOW—F. R. WASHBURN COMPANY, TAUNTON, MASS.

be built in circular form, and of sufficient diameter to fill the window at the bottom.

The height should be sufficient to reach at least half way to the window top.

These pyramids can be arranged on a ball bearing base with circular track, thus allowing them to be turned each day. Or if the window is to be made to exert its greatest selling powers, the pyramids can be connected with power and made to slowly revolve.

Each pyramid having four sides, there are two distinct displays in sight at all times.

The quantity of goods thus possible to display will be very large and the arrangement of same most attractive and interesting.

This arrangement will leave it to the option of the merchant as to whether he provide a closed back, whether he leave the background out entirely or whether a curtain or panel effect be used.

If the pyramids do not have mechanical assistance, they can be turned each morning thus changing from day to day the general appearance of the window.

The cost of such would be very nominal, and from an advertising standpoint it will prove most valuable.

In case this arrangement is not desired, and such is practicable, the door should be moved to one side and thus throw the display space into one window. Then a creditable display of considerable proportions will be possible.

Another way would be to build a terrace, beginning a short distance from the front and rising to a height of from 30 inches to 4 feet. This will greatly increase the display space and at the same time afford opportunity for classified and perspective displays.

By this method all the goods displayed will have proper representation, a thing which is not true in the window shown.

In the store here shown (Fig. 214), the window front line has been almost doubled. Not only that, but the recess open to the street is a most inviting nook in which the public can view and study the goods displayed without annoyance from those passing, or without obstructing the walk.

This affords the opportunity, appreciated by a large majority, of posting on lines carried, without first taking up the time of a salesman.

It also has a tendency to assist the customer in making a selection and thereby take up less time of a salesman.

The great variety of goods it is possible to display promotes the sale of goods to those who otherwise would not have called.

The store front here shown (Fig. 215) is one which is desirable in many ways. All sides are easily accessible to the public thus providing the temptation to linger and study the goods.

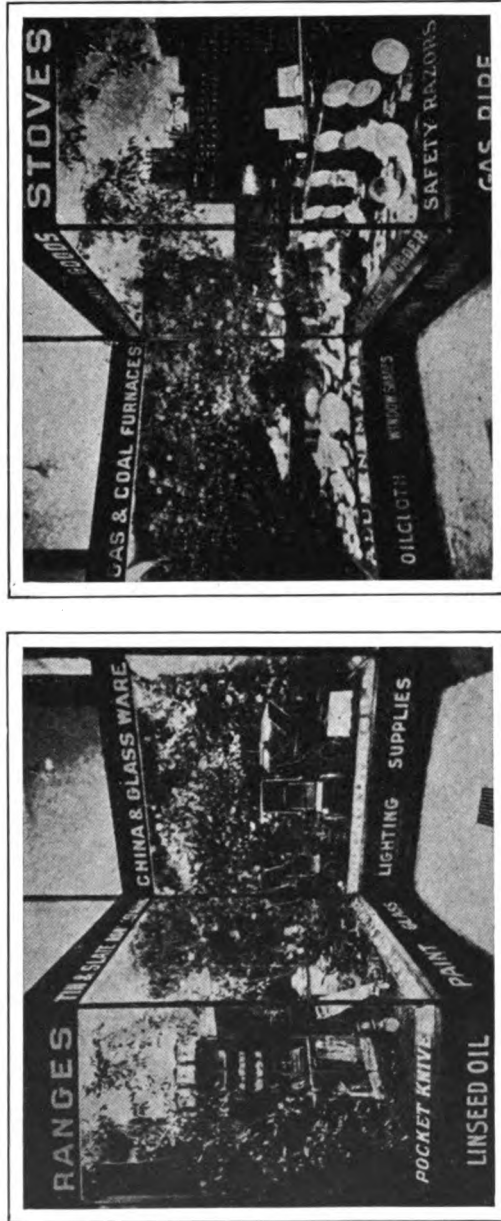


FIG. 214. SHOW WINDOWS OF HECKLER BROS. STORE AT SHERADEN, PA., ARRANGED FOR A FORMAL OPENING.

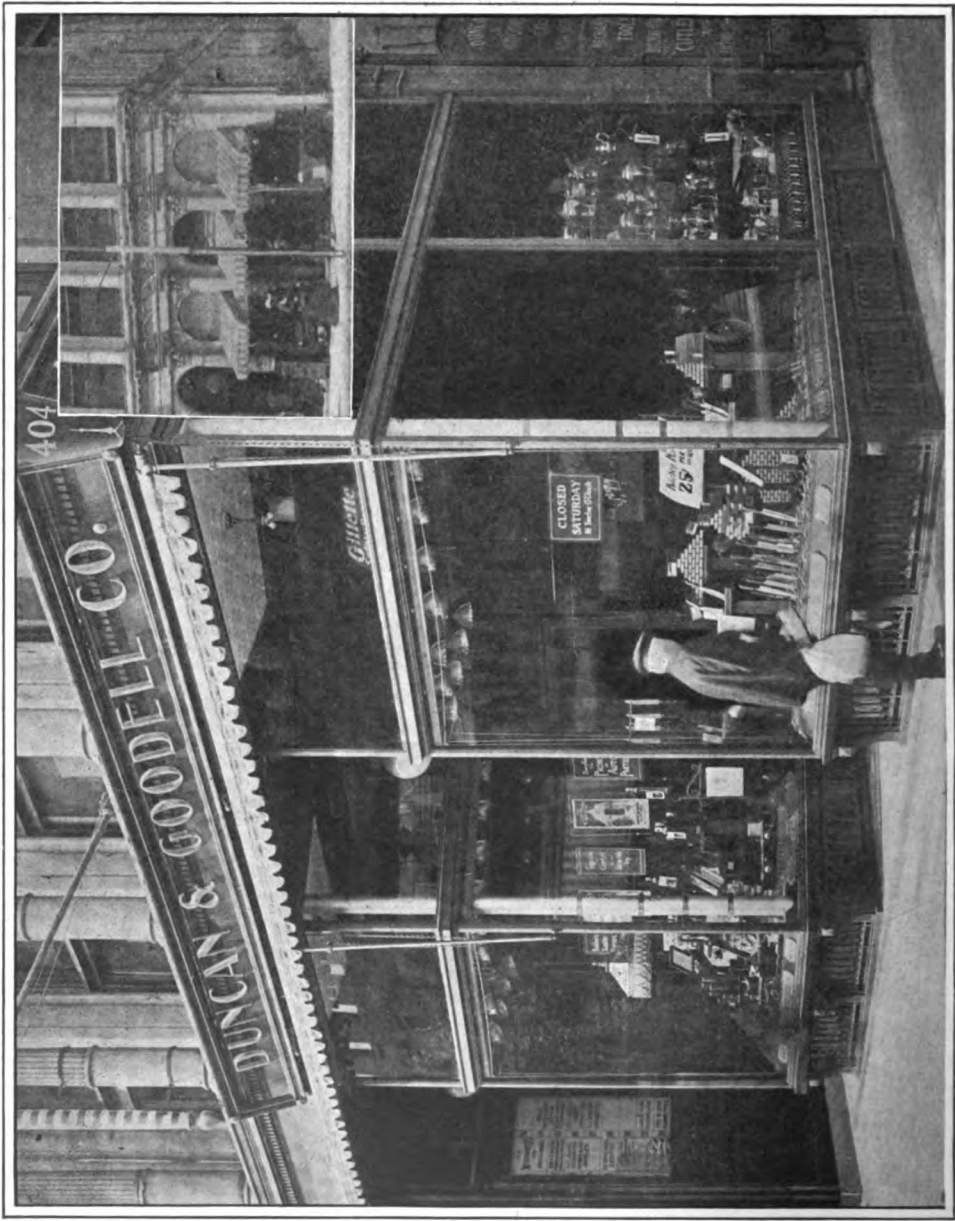


FIG. 215. RECONSTRUCTED WINDOW OF DUNCAN & GOODELL COMPANY, WORCESTER, MASS.; THE STORE FRONT OF 1855 IS SHOWN IN THE UPPER RIGHT HAND CORNER.

The lighting effects are good as they not only admit light to the store but bring the goods displayed under such light as to give them proper showing.

For pyramid and terraced effects there could be nothing more ideal.

Such windows will easily pay rental expenses for the entire store from sales secured directly by them.

Ideas for Store Front Construction

A GREAT problem of the city merchant, especially those in the busy section of the city where rents are high is to get a maximum of window display space so as to make an attractive display of merchandise and an inviting store entrance. Window display space is recognized more and more as a valuable asset and as a result we find that merchants are sacrificing their interior floor space in favor of large window frontage which speaks favorably for the value of the show window from an advertising standpoint and a direct sales medium.

It has developed that by using a deep vestibule in a narrow front, one may get a great deal more valuable space and the tendency in recently remodeled stores has been along this line. Some stores have these vestibules as deep as 25 feet which gives two windows with a 25 foot frontage each, where a store in many cases may only have a straight frontage of 25 feet or less.

MATERIALS FOR CONSTRUCTION

The first thing to be considered after the merchant has decided to build is the material to be used in building. This of course must be governed to a large extent by local conditions such as building restrictions and available material. The architect should be of the greatest service in advise in this regard. At the same time it is well for the merchant to acquaint himself with the use and advantages of re-enforced concrete, sand stone, brick, limestone, terra cotta and marble. The re-enforced concrete is met with much favor at the present time for store construction.

IT INCREASES SELLING EFFICIENCY

One reason why an attractive modern front is of great value to the live merchant is the fact that public opinion of the store is often formed from its appearance. As an illustration, if the front of the store is modern, clean and impressive looking with proper show window glass construction and attractive windows, one is almost sure to expect up-to-date merchandising methods and well chosen merchandise. On the other hand, if the front is built with massive unsightly columns in the old fashioned way with deep set windows, surrounded by wide wooden frames, the public is very apt to set the store down as a back number.

Merchants who are doing business with the old fashioned fronts and who hesitate to remodel owing to the cost should rather consider the efficiency

of the improved store. As it has been estimated with the difference in the selling power of the poorly constructed front and one of the modern plan is frequently 50 per cent., thereof, the cost of remodelling is of little consequence considering its greater efficiency in winning trade.

The following ideas are all designed to give the hardware merchant suggestions for remodelling or rebuilding a narrow store. These ideas will answer for remodelling almost any size of front by simply extending the design and utilizing vestibule cases or island show windows in order to take up the required frontage for display window glass by extension.

CORNER STORE PLAN

Our store plan (Fig. 216) shows a very good arrangement for a corner store which allows for a spacious corner entrance and one which will give an impressive appearance owing to the vestibule case which will be found very serviceable for a showing of small shelf contained articles. This plan may be extended to meet the requirements of practically any size of building located on a corner. In our plan we show the window 6 feet in depth which will answer for the average hardware display. Of course heavy merchandise such as stoves, farm implements, refrigerators, etc., may be displayed in windows 8 feet in depth or more, but you will find that 6 feet will more readily answer the requirements of the general merchandise showing.

Fig. 217 gives the perspective view of Fig. 216. In regards to the window base, it is advisable not to have this higher than 18 inches, from the sidewalk. This is a height which is in ready access to the vision of the average person.

It is most advisable that the material used in the construction of the window base should be such that may be easily kept clean. The most practical finish is marble which may be easily washed and always presents a dignified appearance. A good imitation of the marble is inexpensive composition called scagliola. This can be gotten in any marble finish desired and is used quite extensively where one doesn't care to go to the expense of genuine marble.

PLAN WITH VESTIBULE CASE

Our store plan in Fig. 218 shows a store front arrangement which is simple practical and quite popular. The main display windows are set at an angle which allows for an island window with a frontage of 8 feet. The dotted line

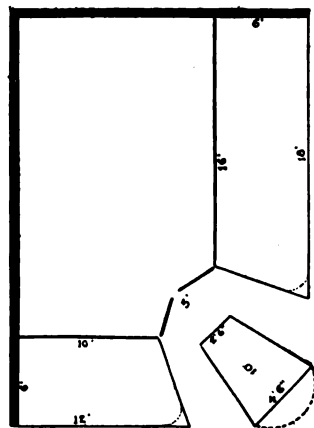


FIG. 216. A GOOD PLAN FOR A STORE WITH CORNER ENTRANCE.

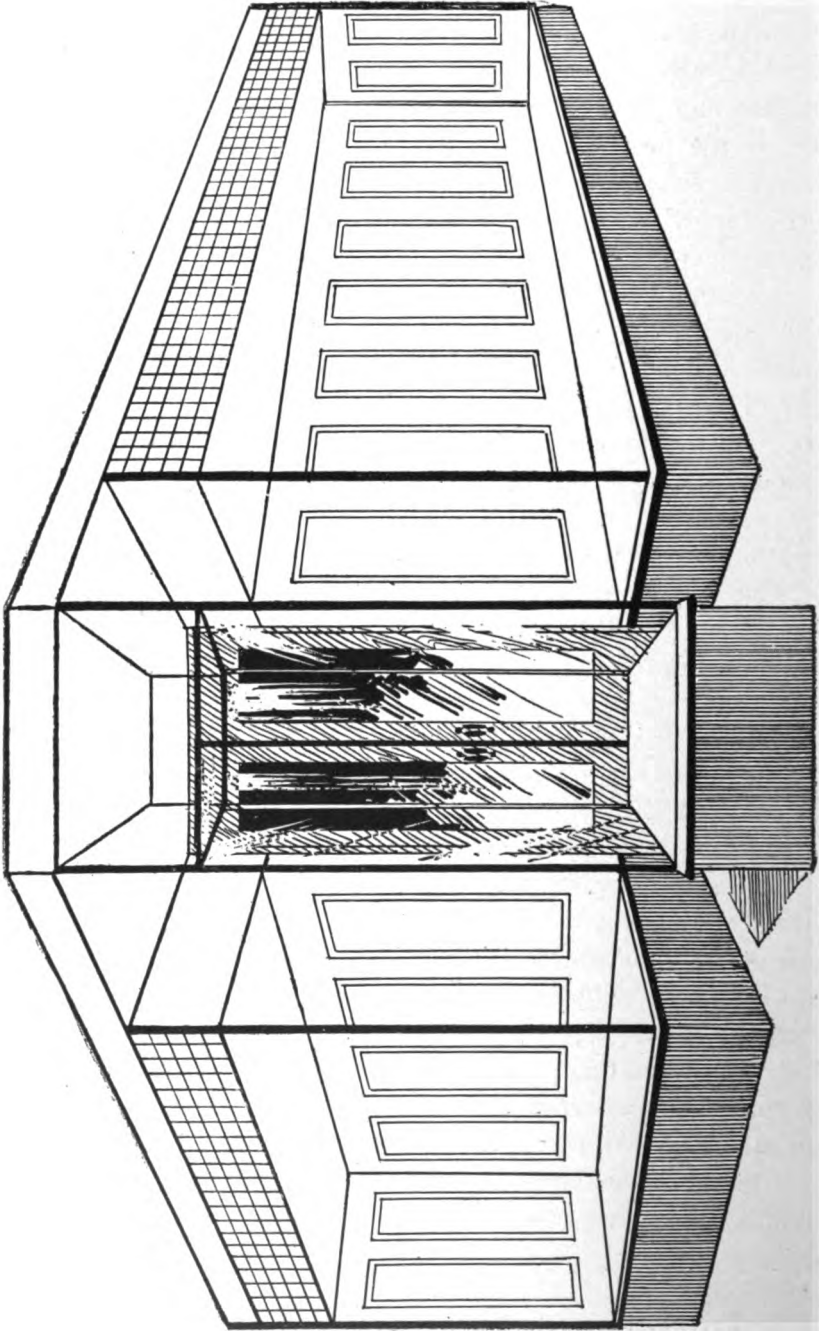


FIG. 217. A PERSPECTIVE VIEW OF STORE WITH CORNER ENTRANCE.

on the right shows how the background may be constructed so as to give the window a uniform width of from 4 feet to 4 feet 6 inches. This arrangement is one which is used by a great number of stores throughout the country. By constructing the background in removable panels access to any portion of the display can be readily had without disturbing the remainder of the showing. Another feature in window construction of this character is the fact that the window panels may be made reversible so that an entirely different background decorative effect can be had by simply reversing the panels. These panels may be made of inexpensive material such as compo board, beaver

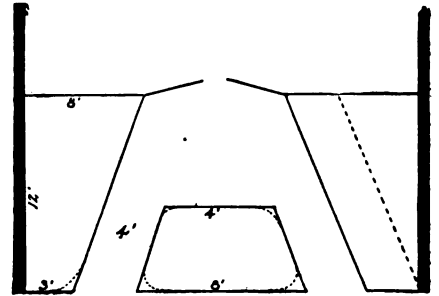


FIG. 218. A SIMPLE AND POPULAR STORE FRONT ARRANGEMENT.

board, etc., treated in a number of the practical decorative effects such as burlap, paper to represent various wood finishes or they may be painted in cold water paints. It might be a good idea to have an extra set of these panels so that one may be given a decorative treatment without disturbing the window showing. The idea of removable panels is an important feature especially if much merchandise is sold directly from the window. Our Fig. 218 shows a perspective drawing of (Fig. 217.)

THE SHOW WINDOW CONSTRUCTION

In arranging for show window glass construction, the architect and owners frequently overlook the fact that the size of the plate should be proportioned to the wind pressure they must sustain. i. e. as the glass increases in size its strength diminishes very rapidly because the glass thickness is not increased in proportion to the area of the glass.

This is one of the greatest advantages of using metal bars. They are very strong and save a great deal in the breakage of glass. They are designed to help the glass withstand wind pressure expansion and contraction as well as the settling of the building. These bars are usually so narrow as to permit of an almost continued and uninterrupted front of glass. In fact the merchandise on display can be seen from any position. Butt-end glass construction has also a number of points in its favor but owing to the increased insurance rates and the possibilities in the breaking and cracking of the window glass it is losing in favor.

Another point of paramount importance in constructing the show window is a method that will prevent them from sweating and frosting. In the first place, it is essential to have the windows shut in from the remainder of the store with practically air tight partitions. Proper draining and ventilation may

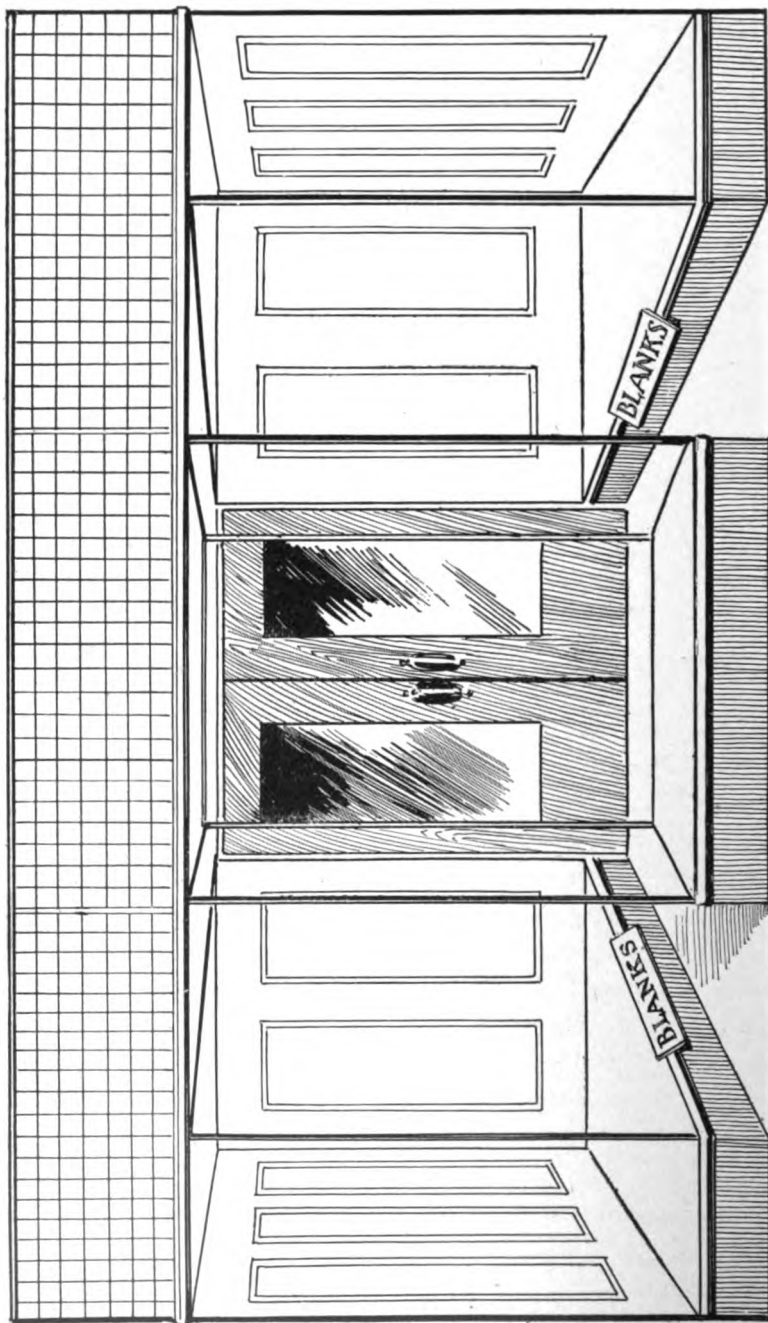


FIG. 219. A PERSPECTIVE DRAWING OF STORE FRONT WITH VESTIBULE CASE.

be taken care of by modern method of glass setting, which allows for draining and ventilating events.

VENTILATING THE BASEMENT

Our (Fig. 219) shows an attractive vestibule arrangement for a narrow store, and this large vestibule window will prove ideal space for displaying stoves, refrigerators and other large pieces of merchandise. The side windows afford excellent display facilities for smaller hardware and sporting goods. Over 40 linear feet of glass window front is here provided in a building 25 feet in width and very little space is taken from the salesroom. The door arrangement allows for two panels of glass set at angles from the window affording an interior view of the store to the public as well as permitting more daylight in the interior. It will be noticed in perspective drawing (Fig. 220) that space for iron grates in the window bases are to afford ventilation in the basement.

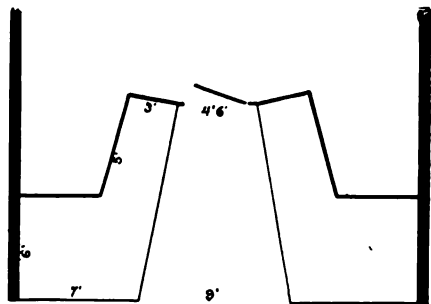


FIG. 220. ATTRACTIVE VESTIBULE ARRANGEMENT FOR A NARROW STORE.

BACKGROUND WITH REMOVABLE PANELS

Our (Fig. 221) is a good one for a generous showing of various lines carried by the hardware store. By equipping the background with removeable panels before described, access to any merchandise display may be had without disturbing the remainder. This arrangement allows for a maximum of wall shelving on the interior of the store. It will be noticed that in our perspective drawing (Fig. 222) as well as in all the other perspective drawings, that we have allowed for prism lighting, above the windows.

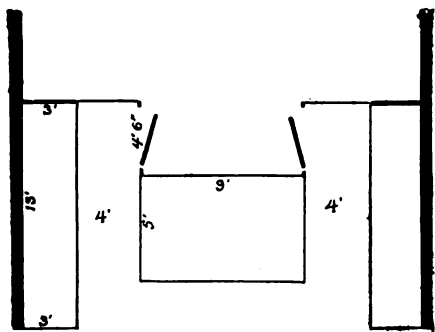


FIG. 222. PLAN FOR READY ACCESS TO SHOW WINDOWS.

REGARDING PRISM LIGHTING

A few remarks on prism lighting will no doubt prove interesting. Light, as we all know, travels in straight lines and in

order to secure good daylight on the interior of the store, that is effected by high buildings on the opposite sides of the street the light must be obtained from the sky. This is best accomplished with the aid of prism lights set at proper angles thereby catching the downward rays of light from the sky and throwing them back into the interior. In order to secure the most satisfactory results from prisms it is well to have an expert on this subject select proper

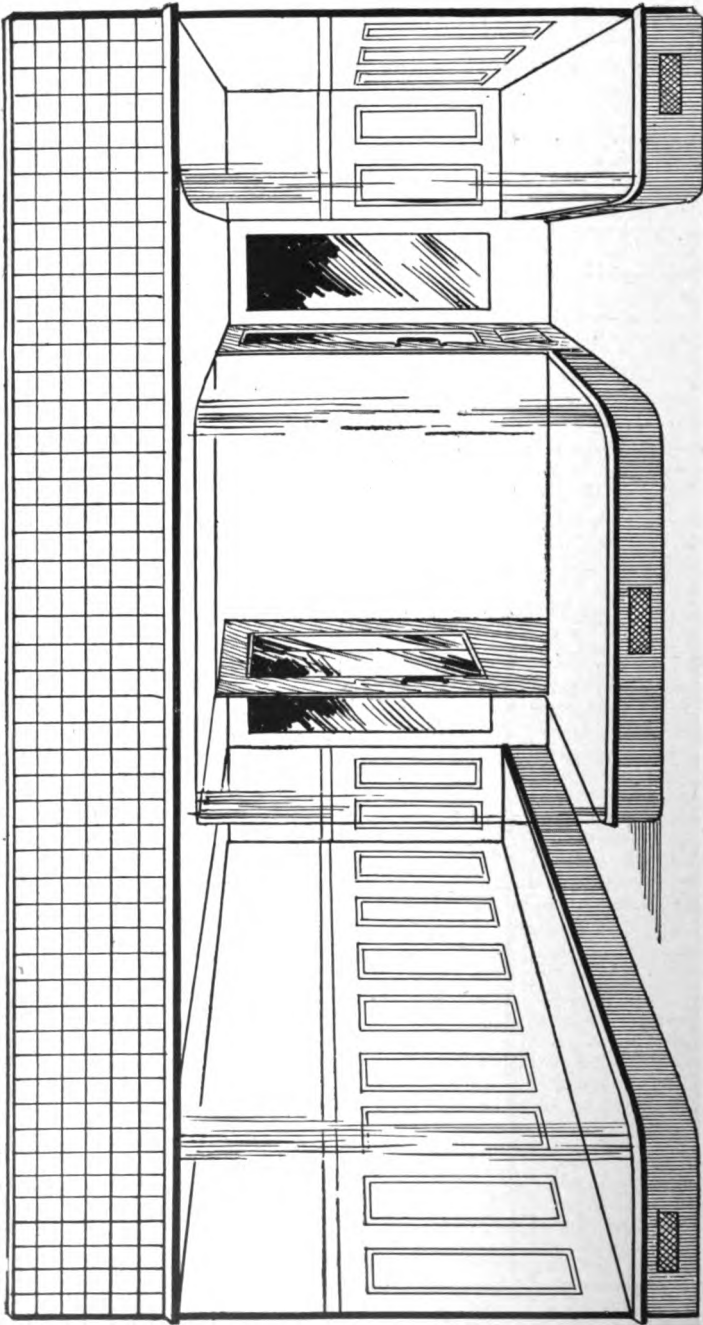


FIG. 221. SHOWING BASEMENT VENTILATING FEATURE IN STORE FRONT.

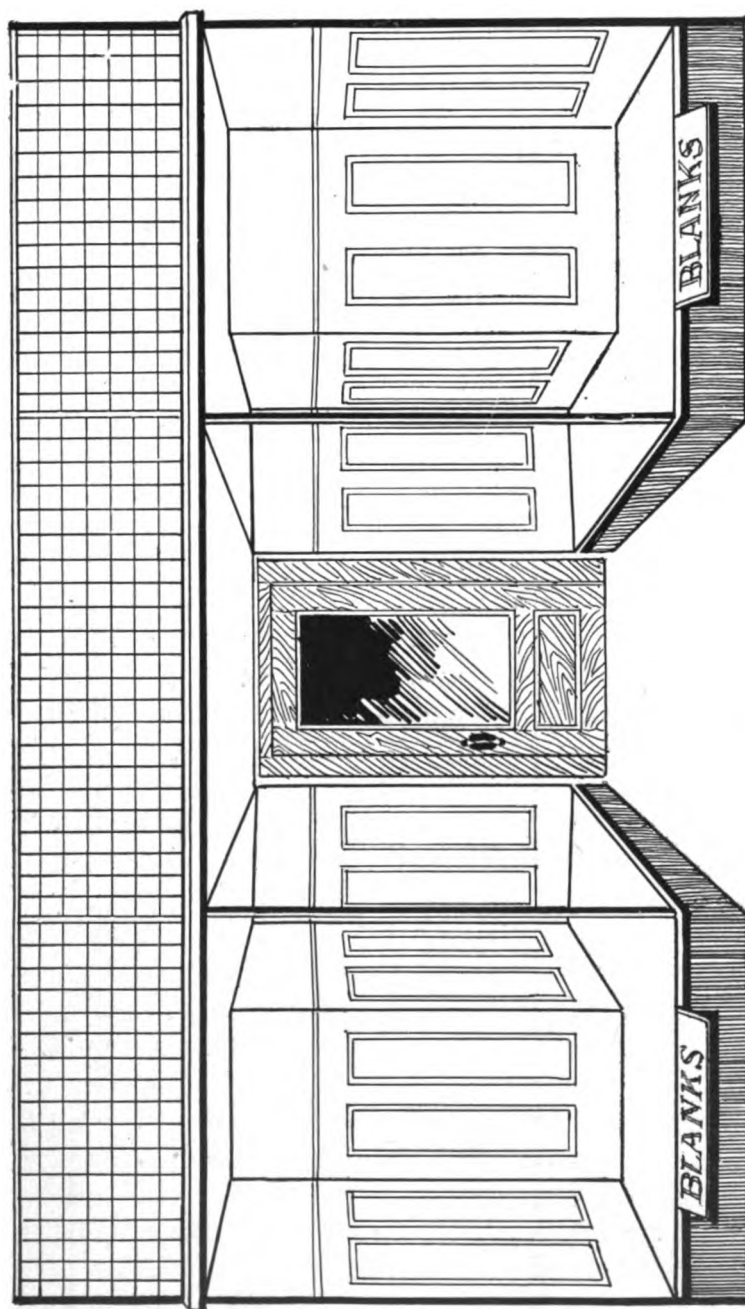


FIG. 223. PERSPECTIVE DRAWING OF STORE FRONT SHOWING PRISM LIGHTING ARRANGEMENT.

angle for individual needs. The object of the prism is to defuse the light and to take the rays that are coming in from the sky and fall directly in front of the store and divert or refract them so that they will go back into the store and thus evenly light up the whole interior.

For stores that require ventilation above window sash, portions of this prism space can be made into hanging panels.

ITEMS OF CONSTRUCTION INTEREST

A few other important details which would be of interest to the merchant in constructing or remodeling his store are as follows. The store door should be impressive in pattern. The best plan would be to have a large plate glass panel so as to offer a view of the interior. It is also a good idea to equip the base of the door with a 10 or 12 inch brass kick plate which will prevent the door from becoming marred and unsightly at this point as is often the case with the average hardwood door.

Another very important feature is the construction of the upper portion or ceiling of the show window. We would recommend that this space be laid out in attractive beam effect and that the panels be made of clear glass or moss glass variety. This arrangement has a distinct advantage in giving you daylight which can be secured from the rays coming in through the prisms above the windows. By this plan you will entirely eliminate a great deal or practically all of the reflection which we sometimes find in show windows and especially show windows which are deep in their construction.

Another important feature to take into consideration is the awning. It is advisable to plan for a canopy about 12 or 14 inches in width to occupy the space directly below the prisms and above the window sash. The awning should be placed at this point and by arranging for this canopy effect you can protect the awning against wind and rain and thereby prolong its usefulness. An awning should never be placed above the prisms as by this arrangement you will shut out the daylight from the interior of the store.

Another important feature is the vestibule treatment. One of the most popular finishes at the present time is tiling worked up in attractive colors. A practical suggestion is to work up the firm's name in the tile in contrasting colors. Another thing which might be mentioned is the treatment of the show window floors. For the average showing of hardware, the hardwood floor or a floor having a hardwood border of about 6 inches in width and the remainder carpeted in green is to be recommended.

A Model Display Window and Setting

THERE are three items of supreme importance to be considered in the construction of a display window.

First, that provision is made for ample air and light.

Second, that it be so constructed as to exclude dust.

Third, that the depth be sufficient to permit of proper perspective effects.

First as to air and light. Where a display is to stand for any considerable time it is quite important that, so far as such is possible, dust be excluded from the window. Nothing detracts from the appearance of samples displayed so greatly as dust and dirt.

That dust be properly excluded, it is necessary to have the window completely enclosed and that all connections be padded with felt or some substance which will completely seal.

This, of course, requires a closed back which will exclude light as well as dust. Consequently, it is important that ample space be provided above the window for the admission of light.

These overhead windows should be so constructed that they can be easily opened and closed from the floor. For in hot weather it is desirable to have as great a circulation of air as possible. And that air be admitted in the proper manner, these windows should be hinged on the bottom side and tip in at the top.

If it be found that the space immediately behind the window is too dark, a reflecting mirror can be placed on the ceiling immediately over the space to be lighted. In this manner, the light from the overhead window will be reflected and thrown where most needed.

As to the third requirement, that of sufficient depth to permit proper perspective, it is conservative to say that no window, no matter how short may be the frontage line, should have a depth of not less than 4 feet. Double that depth would be more ideal.

To illustrate this: If one step close to a painting, the coarse lines appear and thus the delusion is destroyed. But by stepping back a few feet, the coarser lines disappear and the perspective will become more properly focused.

The great importance of this is most evident in the scenic and realistic effects.

Again in terraced or pyramided arrangements, depth of the window is of the greatest importance to proper effects. A terrace or pyramid which is crowded too near the front of the window, loses half of its attraction, and at the

same time does not have proper floor space for arrangement of goods which are often best shown on the floor of the window.

After these items have been given proper consideration, attention should be given to provisions for installing and removing goods.

The sampling of a window display, especially where it must be done after a hard day's work, is a matter of no small importance. Not only on account of the time required, but the labor necessary to select and handle the merchandise. Consequently, it is evident that every item which will tend to minimize this time and labor should be taken advantage of to the fullest extent possible.

It is for this reason that we suggest that the entire window back be removable. This should be so arranged that the whole may be removed at one time or only a small section, as may be desired.

Where back wall display is being made, the final act will be at one end or corner. Consequently, the back should be constructed in units, all of which may be easily removed to give unobstructed access in removing the old display and getting the new goods into the window. Then the sections can be replaced as desired.

The importance of this becomes evident when it is necessary to place heavy or bulky goods in the window.

Again it is frequently necessary to make minor changes in the display. And if the sections be so arranged that a small space can be opened which will give access to any part of the window without entering, it will be most convenient.

That these thoughts may be better exemplified, we have prepared plans of a window construction which are here given and which we believe will be found to meet every requirement.

Starting from the base or floor line, there is first provided a space which can be devoted to sub-displays, by dividing the space in the center, or perhaps a little toward the front from the center, and installing a mirror to reflect the goods placed in front, as well as to magnify the lighting effects. The back part can then be used as a space in which to store window settings not in use.

This can also be used to make basement displays which are reflected as shown in window illustrated in chapter under "Store Fronts."

The height of this space can be arranged to suit the purpose to which it is devoted.

Directly above this is the terraced bottom of the window proper. This can be from 8 to 12 inches in height and the front and end slants should be at an angle of about 45 degrees.

At the front and bottom, just behind the glass, is arranged a valley which serves three purposes. First, as a footlight setting, second, as a drainage for

moisture from the glass, and third as a means of ventilation behind the glass. This should be constructed of some kind of metal, preferably copper. At intervals, say 12 inches, should be provided light sockets or gas jets, raised above the bottom sufficient to be free from moisture.



FIG. 224. SHOWING WINDOW WITH ALL PANELS SET.

Between these are openings $\frac{1}{2}$ -inch in diameter, to admit air. There should be corresponding openings at the top to complete the circulation. This is important in cold weather, for if the temperature before and behind the glass be equalized, frost will not accumulate to any considerable extent.

The back is divided as shown in Figs. 224, 225 and 226.

At the top there is provided a curtain box. In this are located both scenic

and solid color curtains which are mounted on spring rolls, in the same manner as window curtains.

These curtains should consist of one for each season of the year, one or two to represent interior or door yard scenes, and two, one white and one black, for background effects.

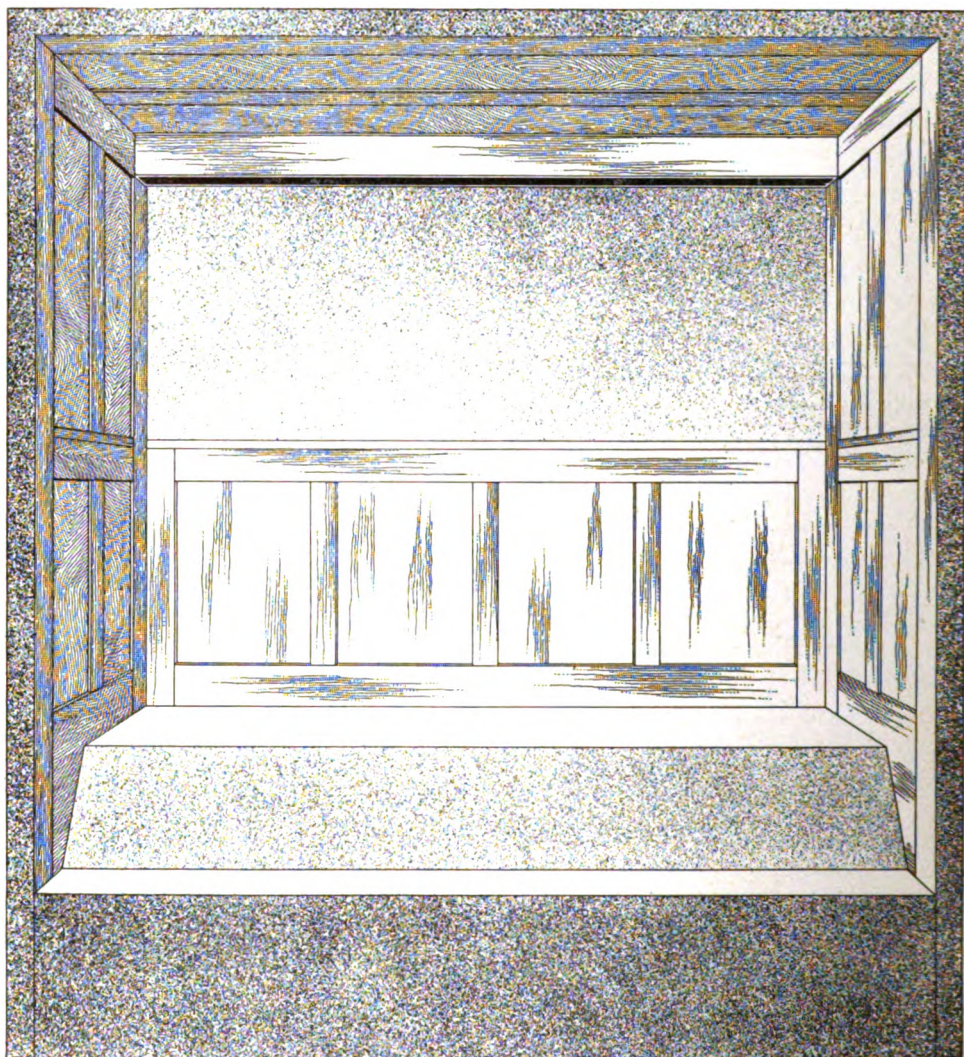


FIG. 225. SHOWING THE EFFECT WHEN TOP PANEL IS OPENED.

Above and to the front of the window enclosure is the overhead light and ventilating window.

Fig. 224 shows the window with all panels set. It will be observed that the back is divided into 4 sections—3 at the bottom, and one above the center. At the bottom the two corner panels are so arranged that either can be removed

and thus place any part of the window floor within reach from the back side. In case such is desired, the center panel can also be removed, thus throwing the whole lower side open. The center dividing rail is fastened at each end by screws which are driven into the end of the dividing rail in the end sections.

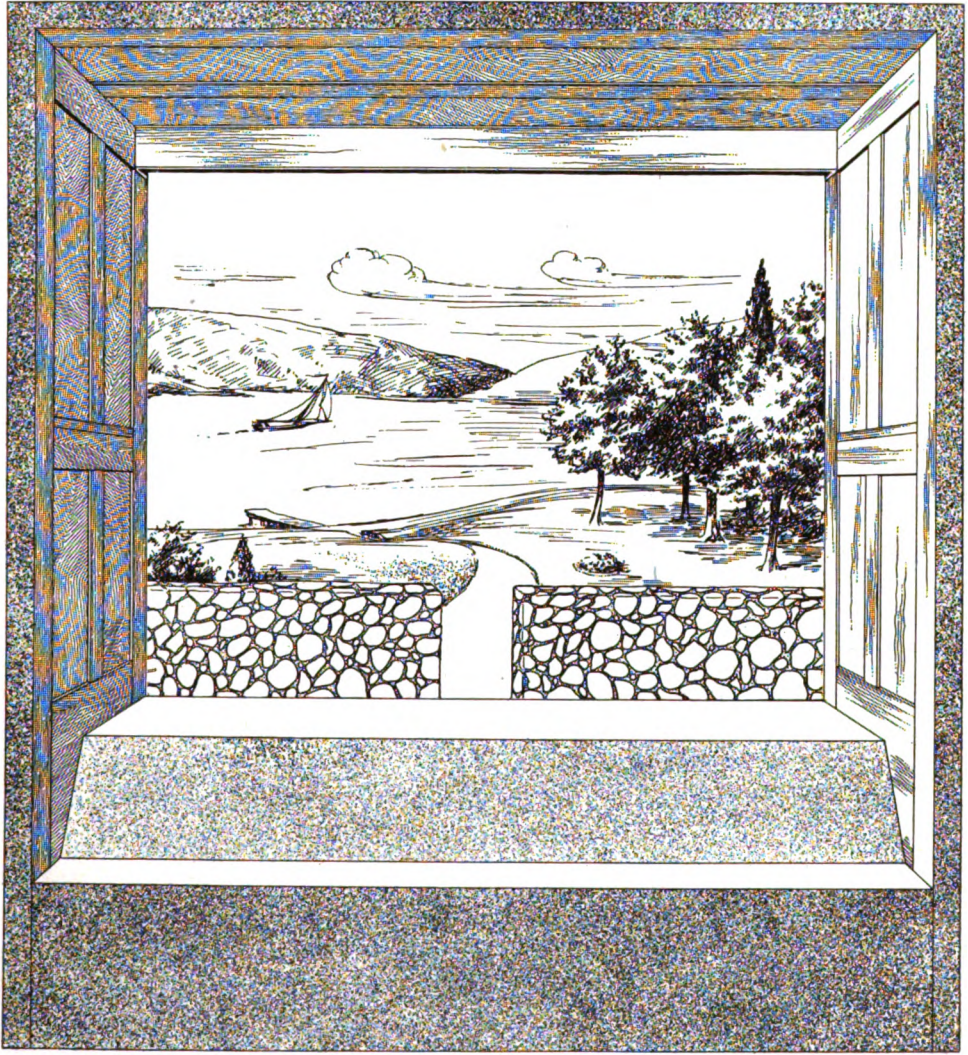


FIG. 226. SHOWING EFFECT WHEN SCENIC CURTAIN IS DROPPED.

The upper section is hinged at the top with extension hinges which permit of its being folded over the top of the enclosure, leaving the effect shown in (Fig. 225).

In the upper section are placed two bevel plate mirrors. These are to accomplish two results. First to liven the back of a display, and second, to attract

to the window. It is a well known fact that a window having a mirror will prove a means of stopping nearly as many people as a moving attraction.

Fig. 225, shows the effect when the top panel is opened. Note how great the change and how easily effected. This gives view of the entire store and is especially adapted to pyramid effects.

Fig. 226, shows effect when scenic curtain is dropped.

Here again is a radical change in the setting of the window. And all has been accomplished in an instant, by simply pulling down a curtain.

While the cost of such curtains is from \$5.00 up to \$20.00, according to size, yet the investment is most profitable in that they will last a lifetime and save each year, enough in time to pay their first cost. Not only that, but they provide the setting for most attractive and valuable displays, which, owing to the rapid changes that can take place, will make new and fresh windows, a weekly possibility.

The materials and finishes to be used in the construction will be a matter of taste. The least expensive would, of course, be white wood stained and varnished. Birch affords a very satisfactory material, as its grain, finished natural, with perhaps a light stain, is very pretty.

Mahogany or birch stained mahogany afford a very rich appearance. However, for all purposes, oak is the most desirable. Plain or quartered oak with sliced or rotary cut veneer panels and finished light golden, with oil rubbed finish, is most serviceable and always looks rich and appropriate.

The stiles and rails can be left molded or plain as desired. A molded stile and rail-with raised panel is, of course, most satisfactory and will add but about $\frac{1}{4}$ to the cost.

The floor can be made parquet or plain, but should always be of some hardwood and finished with rubbed oil as the last coat.

A window constructed along these lines will be found most economical and one of the greatest aids in building successful money-making and creditable window displays.

Handy Helps

IN conducting a successful store, there are two items of prime importance which must be kept constantly in mind. To see that no customer leaves the store unserved and that as little of the customer's time, as well as the salesman's, is consumed as possible.

Nothing is as annoying to a customer as to have to wait to be served. This problem could be easily solved if the customers were evenly distributed throughout the day. But one hour may find the store crowded and the next empty.

How to minimize the difficulty, if not wholly overcome it, should be made the subject of careful study.

It costs good money to get the public through the front doors and no effort should be spared in taking care of the harvest thus matured.

In the first place, the most time is consumed in finding the customer something which pleases him.

There is a large percentage of customers who would rather "Just look around," than be bothered with persistent clerks. Others expect to have a salesman at their elbow from the moment they enter the store.

This being a condition, study should be made to keep the first profitably entertained while the second is being served.

To bring this about, it is desirable to have attractively arranged and placed sample racks, showing sizes and styles, bearing distinguishing marks, and so far as feasible, prices of the samples displayed.

For example: A well arranged sample rack of builder's hardware will keep a customer, interested in that line, employed for considerable time. Not only that, but while he is examining your entire line no doubt will see many things he never dreamed were to be had, and for which he has use. Many of these would never have been called to his attention if he had asked for and been shown some specific article.

A traveling salesman, if he understands his business, does not content himself with showing you just the things you ask for, but makes it his especial business to show you his full line. And especially so if there be any new features. This same trait should be passed on to the customer in as large measure as possible.

If the goods are all nicely packed away in boxes on the shelves, it will take a large amount of the salesman's time to take down, open, exhibit and return

to their proper place. But if a carefully and attractively arranged sample rack be placed within reach of the customer, where he can walk up to it and examine at close range, he will no doubt find what he is looking for and several things which he is not, but which he will buy then or at some later date. One salesman by this method, in a rush season, can serve three or more times as many customers and will have kept them all interested and occupied. He will not only have sold more goods, but each customer will go out more nearly satisfied with the service rendered and with a firmer conviction that your store is headquarters for the line.

How much better it is for a salesman to say to an impatient customer, "Just step back to the sample rack and be looking over our line, and I will be with you in a moment," than it is to say, "Just as soon as I am through I'll wait on you," and then keep the customer waiting, if such be possible, from 5 to 15 minutes while he takes down half the goods on the shelves in an attempt to please his customer in hand, to find at last, possibly, there is nothing that suits.

Again by having a neat, handy and attractive sample display it is an easy matter to educate regular customers to make note of sizes, etc., while examining the samples and have them ready for the salesman as soon as he is available. This is especially true in case of builders, mechanics, etc.

In this way, the customer has been able to help himself, and has gained the knowledge that he can come to your store, get prompt and efficient service and at the same time have at his disposal a full line of up-to-date samples to select from. *It is a feature you can advertise with very effective and gratifying results.*

This system will greatly stimulate telephone orders. For in the examination of the line, the customer has made note of the distinguishing marks of certain articles he thinks he may need at a future date and is thus able to give his order with exactness. This will save him time when busy, and knowing this he is quite likely to place his order with you.

Such things tend to popularize a store, first because the public recognizes it as headquarters, and secondly, that effort is being put forth to save the patron's time, post them in the latest creations, and give them the benefit of your careful study and selections.

Such display racks should always be so placed as to make the store, as a whole, attractive, neat and serviceable.

Tools, cutlery, builders' hardware, sporting goods, bolts, screws, nails, Yankee notions, and in fact all small stuff, especially that which is made in different styles and sizes can be so displayed to good advantage.

It is with the thought of assisting in the way of suggestions along these lines that the following illustrations are presented.

A straight line is the shortest distance between two points. This being the case, if one wish to place the greatest distance between two points, it will be necessary to keep the farthest away from a straight line.

In the rack here illustrated (Fig. 227), the right angle is used to provide the greatest display space.

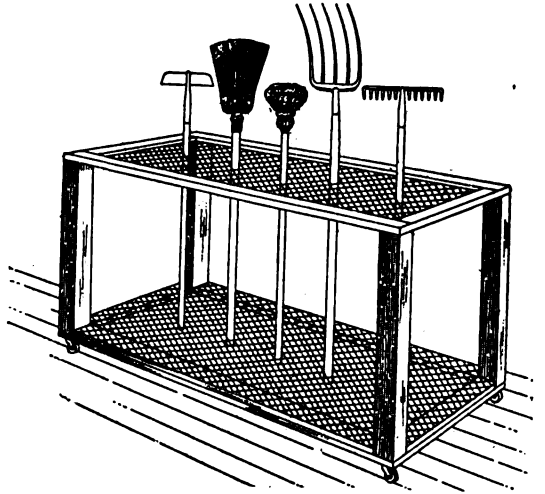


FIG. 227. BROOM, FORK AND SHOVEL RACK.

The rack is easily constructed of wood and will be found very convenient.

CORNER RACK FOR WHIPS

The time-honored method of hanging whips from conventional standard has given way to a corner rack in the device here illustrated (Fig. 228). An odd corner is utilized to good

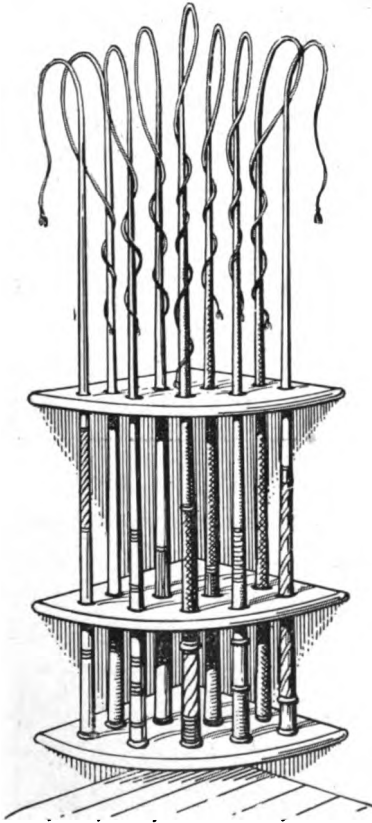


FIG. 228. CORNER RACK FOR WHIPS.

advantage. The accompanying sketch shows the triangular rack which accommodates a good many buggy whips and takes but small space.

HOME-MADE WRENCH RACK

General purposes wrenches, engineers' wrenches, box openers and like goods are often displayed in the boxes in which they are shipped, these boxes being placed on top

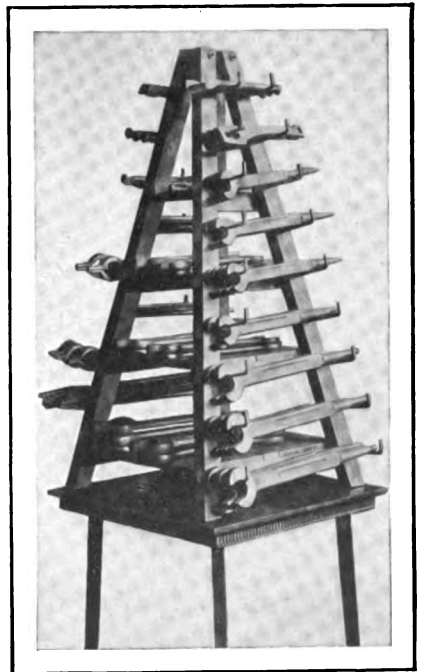


FIG. 229. COUNTER DISPLAY STAND FOR WRENCHES AND NAIL PULLS.

of a show case or counter. This method does not display the goods sufficiently well.

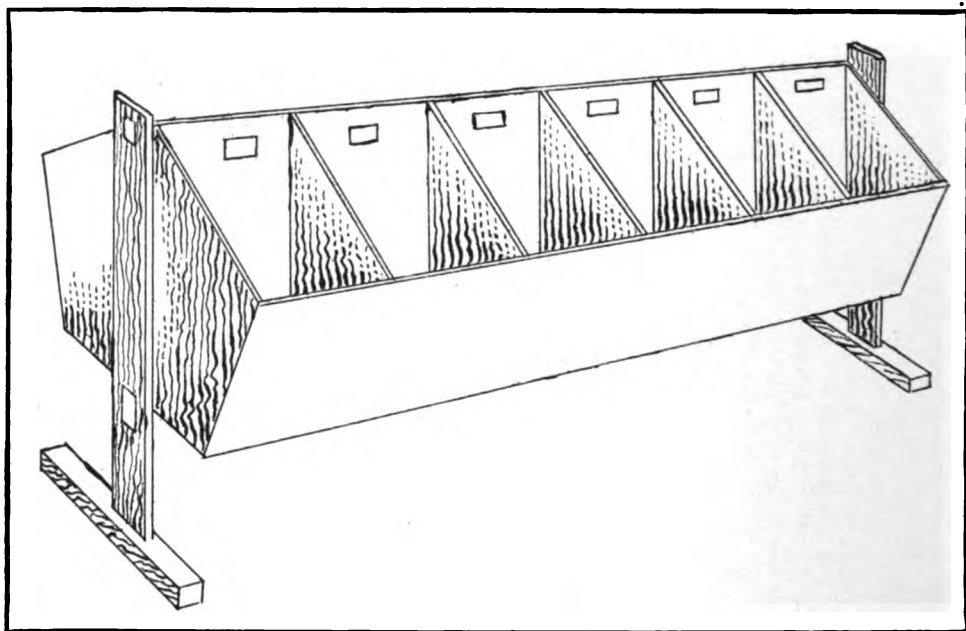


FIG. 230. BULK SEED POCKETS HOLDING FROM A PECK TO A BUSHEL.

This rack (Fig. 229) was devised, on which such tools could be more prominently brought before the eye of a customer and it has been a wonderful success, more than doubling the sales of these articles.



FIG. 231. PRICE CARDS FOR MARKING NESTED GOODS.

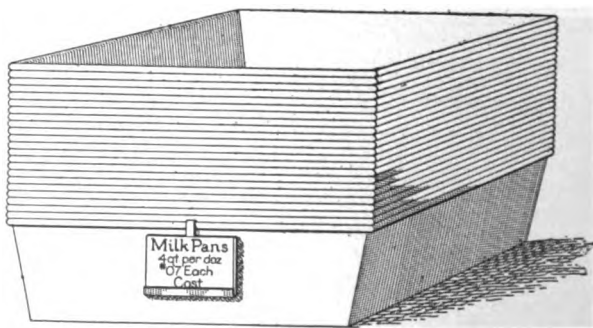


FIG. 232. SHOWING USE OF FRAME AND PRICE CARDS IN MARKING NESTED WARE.

The rack is constructed of oak, well finished, and made in pyramid shape.

BULK SEED POCKET

To do away with an unsightly and inconvenient collection of bags, baskets and pails standing about the floor during planting season, the series of double

pockets, shown herewith (Fig. 230) this very convenient rack was constructed. These pockets vary in size to accommodate the quantity of different seeds carried.

MARKING NESTED WARE

There are two questions in connection with marking up nested goods, which are carried in stock by all hardware stores. The first is, should time be taken to mark each piece separately? and, second, should a list be provided and hung near the goods? The former plan will prove decidedly the best when the time comes to sell the goods, but this advantage is difficult to appreciate when a formidable pile of tin and enamel milk and pudding pans, numbering possibly three dozen each of five or six different sizes, are to be individually marked with a cost and selling price.

The latter plan has strong theoretical value, but its practical side has some drawbacks. Should the list be misplaced, which it usually is when wanted, confusion results. If tin milk and pudding pans, wash basins, cake pans, pie tins, loaf tins, drip pans and such articles were stamped or labeled denoting size and capacity, the list plan of marking them would be the better, but the delay caused by measuring, sizing up and guessing is confusing to the clerk and annoying to the customer.

The method, used for some time, has proven entirely practical and at the same time has done away with those troubles. A tag frame, shown in (Fig. 231), is a home-made affair which can be duplicated in any tin shop. It consists of a flat piece of tin, cut as shown and turned up on the lower edge. By hooking the tag over the rim of the bottom pan of the pile or one near the bottom, it furnishes a neat and complete mark for all and is always in place, being firmly held by the closely nested pans above it. See Fig. 232.

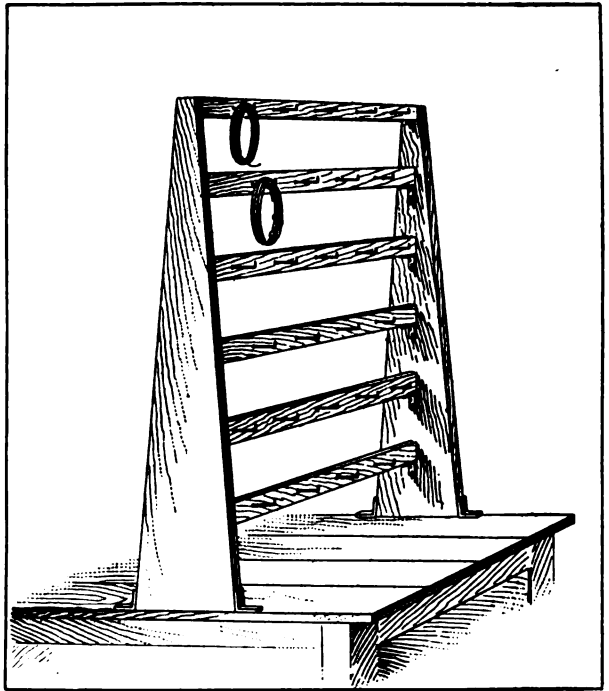


FIG. 233. UNIQUE AND SIMPLE METHOD OF DISPLAYING AND STORING WIRE.

Lines of goods which do not make an attractive appearance are sometimes kept in the background. These should be given prominence as well as other goods because displays will, of course, increase the sales. It isn't at all likely that

a display of wire would make any sales unless the customer happened to be in need of wire and had forgotten it for the time being. Some however, would buy a razor or a hammer which was displayed, providing the price were attractive, even if they had no immediate use for it. But the point is, when the goods are in sight they make an impression, and when the need arises later the customer will remember.

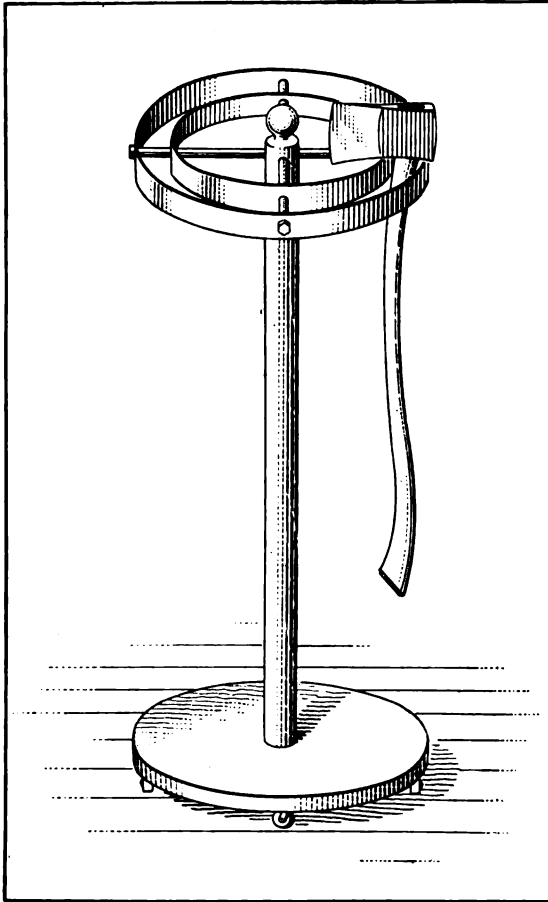


FIG. 234. WOOD AND IRON RACK, ON CASTERS, FOR DISPLAYING AXES.

The accompanying illustration (Fig. 233) shows the construction of the rack, which stands on the end of a counter.

The rack is about 3 feet high and $2\frac{1}{2}$ feet long. The base of the end pieces is 7 inches wide, and they taper to the size of the top rail, which is 2 inches. The other parallel pieces are 7-8 inch. Each is fastened to the end pieces with a corner iron on the under side. The rack itself is secured to the counter, with corner irons at either side of the bases.

Coils of wire are hung on 6-inch cornice hooks, screwed on either side of

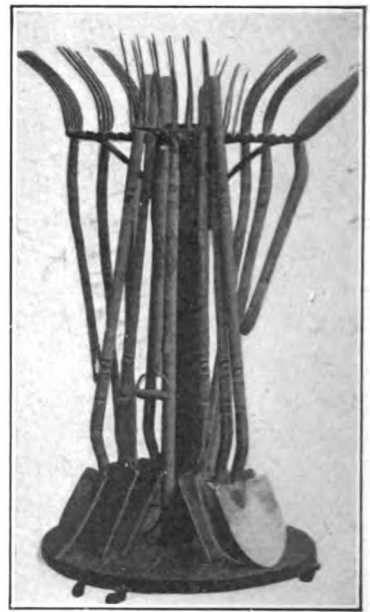


FIG. 235. GARDEN TOOLS ATTRACTIVELY DISPLAYED IN HOME-MADE RACK.

the parallel strips at intervals of 5 inches. There are five hooks on either side of every board.

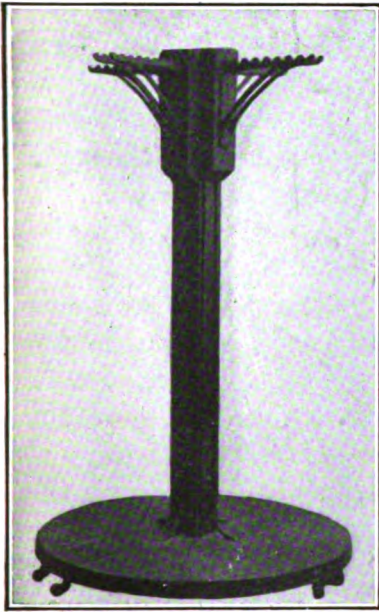


FIG. 236. IMPLEMENT RACK WITHOUT TOOLS, SHOWING CONSTRUCTION.

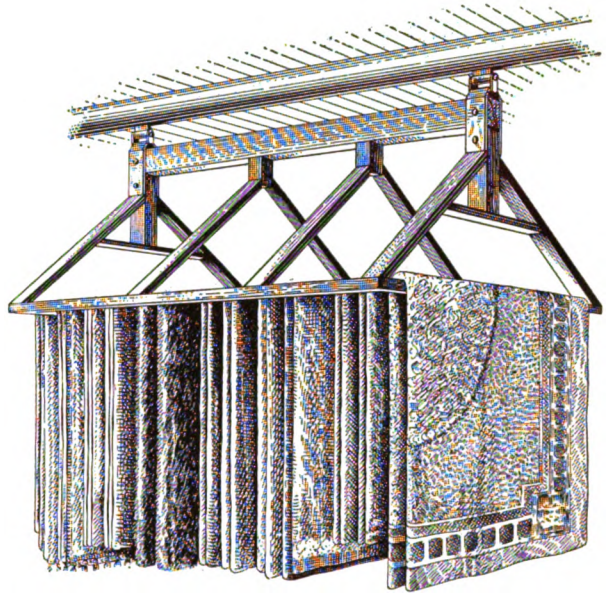


FIG. 237. THIS RACK, RUNNING ON BARN-DOOR TRACK, DISPLAYS LAP ROBES AND BLANKETS.

In this way a great amount of wire is not only displayed, but conveniently stored.

AXE RACK

The rack (Fig. 234) is 4 feet high and 21 inches wide. The circular band iron at the top is 2 inches wide and the space between the two strips is 2 5/8-inches. Here the axes hang with the blades pointed toward the center. The bands are supported with two 1/2-inch iron rods running at right angles through the bands and the wooden post. The rack holds easily three dozen axes. It is equipped with casters and easily moved about.

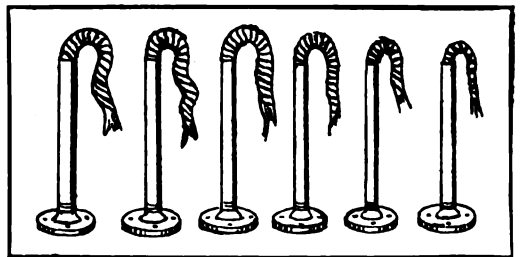


FIG. 238. PIPES SCREWED INTO FLOOR FLANGES THROUGH WHICH ENDS OF ROPE ARE BROUGHT UP FROM THE CELLAR.

Being portable, occupying but small space and accommodating a large variety of axes, the fixture is decidedly a valuable one.

DISPLAYING GARDEN TOOLS

While there is nothing particularly artistic about shovels and forks, they can, nevertheless, be shown in an attractive manner. This is well demonstrated in the method employed in Fig. 235.

Forks, spades and shovels are shown on the implement rack (Fig. 235), of the accompanying illustrations. (Fig. 236) shows the rack without the tools. It is about 5 feet high; the base is 3 feet in diameter and is made of two thicknesses of 1-inch boards, the top layer being matched. The rack can be easily moved about, as it is supported on stove casters. Around the outer edge of the base is a piece of 2½-inch band iron, projecting ½-inch above the base, to keep the tools

from slipping off. The upright is 4 inches square, fastened to the base with a lag screw from underneath.

At the top, on each side of the upright, is fastened a piece of 2 x 4 inch stuff, 14 inches long, to which are fastened two 6x8 inch shelf brackets. By the use of these pieces of wood room is made for the handles of the tools standing on the base to fall in between the tools on the brackets.

The capacity of the rack is 5 dozen pieces. Economy of room is a great advantage of the rack. The cost is nominal and the rack makes an excellent silent salesman.

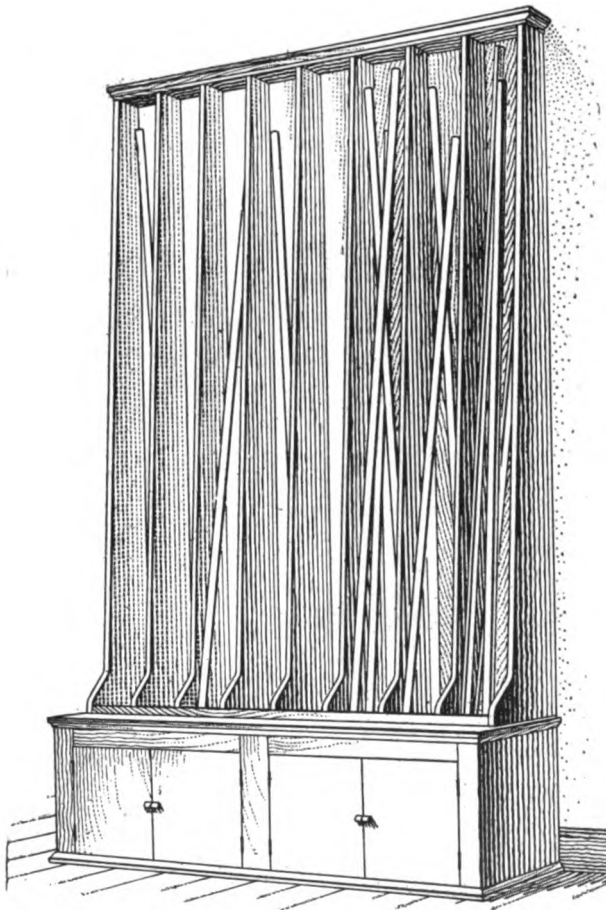


FIG. 239. CONVENIENT METHOD OF ACCOMMODATING CURTAIN POLES AND WEATHER STRIPS.

SUSPENDED RACK ON ROLLERS DISPLAYS ROBES

In a hardware store where saddlery and harness are carried people naturally expect to find blankets and lap robes. They are not going to hunt for them

though. As in every other line of goods, they should be displayed. But the difficulty is that blankets and robes are not conveniently shown.

Bulky and heavy, they do not conform to any of the ordinary methods adopted for display purposes. As a result, these goods are often kept out of view, resulting in fewer sales. The illustration here presented (Fig. 237) gives an idea of a rack which tends to get around this difficulty. It is made of wood, hung on wheels and runs in a barn-door track that is attached to the ceiling.

The rack may be made any size desired, the cross pieces accommodating any number of robes. In this particular case the rack is pushed over against the wall, above a counter. Here the goods are plainly visible. For inspection the rack is pulled out over the aisle.

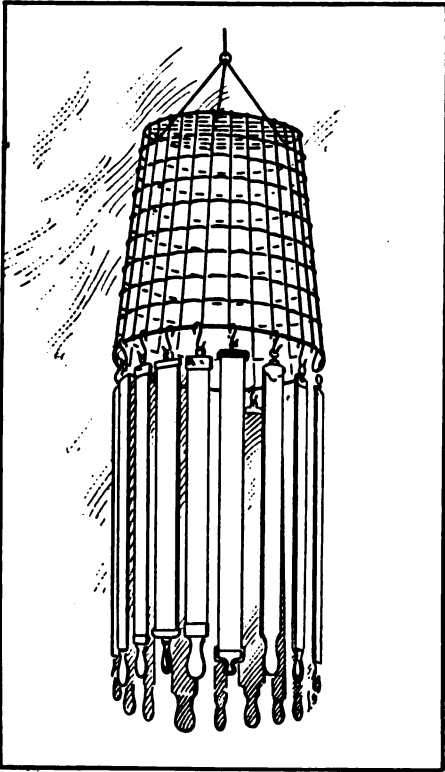


FIG. 240. RACK FOR DISPLAYING RAZOR STROPS.

sizes of rope slipping back, a large nail or spike is put in the pipe by the side of the rope. An advantage of this arrangement is, that the rope is not soiled by sprinkling the floor or in sweeping, and it is more convenient to get hold of the rope ends than if they were nearer the floor.

A HANDY MEANS OF STORING CURTAIN POLES

Curtain poles and weather strips are clumsy goods to store in stock. It is not an easy matter to find available space for the long lengths. The accompanying sketch (Fig. 239) shows the upright wall partitions

NOVEL WAY OF HANDLING ROPE

This arrangement, illustrated here-with (Fig. 238), for handling rope, the stock of which is kept in the cellar, will be found very handy. Instead of the time honored method of simply bringing the end of the coil up through holes in the floor and tying knots in the ends, a series of pipes are screwed into floor flanges over the holes and the ends of the rope are drawn up through the pipes.

One inch pipe will readily pass $\frac{3}{4}$ or 7-8-inch rope and $1\frac{1}{4}$ -inch pipe the 1-inch size, while $\frac{3}{4}$ -inch pipe answers for smaller sizes. To prevent the larger

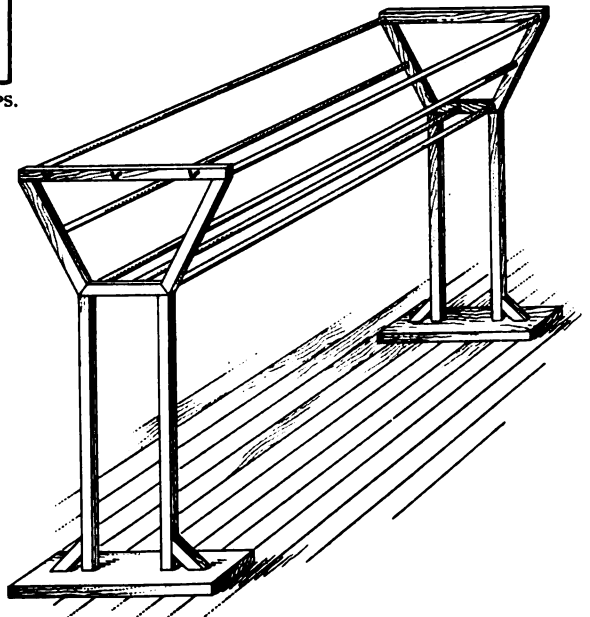


FIG. 241. DISPLAY RACK FOR WIRE GOODS.

which have been built to accommodate curtain poles and weather strips. The compartments are constructed on an ordinary wall case and are made to receive poles 12 feet long. A ridge is built on the edge of the case to prevent the poles from slipping off.

This method not only keeps the poles from becoming warped, but utilizes space in an economical way and provides a convenient means of access.

FIXTURE FOR DISPLAYING RAZOR STROPS

A very ingenious method for hanging razor strops is to use an inverted wire waste basket suspended from the ceiling as here shown (Fig. 240).

WIRE GOODS RACK

Here is shown (Fig. 241) an ingenious home-made rack for the display of wire goods, such as egg whips, broilers, bread toasters, etc., which is here illustrated. Seven lengths of $\frac{3}{4}$ -inch gas pipe are horizontally supported by two wooden frames 3 feet 4 inches high. The frames are made out of inch square stuff and the top is 1 foot 8 inches wide. The two upright pieces are 8 inches apart over all. The whole rack is 5 feet 10 inches long. It will be seen that the pipes are so arranged that the articles hung on them will not interfere with the other pipes or goods. Small S-shaped wire hooks are used for suspending the goods. Small brass hooks are screwed on the outside

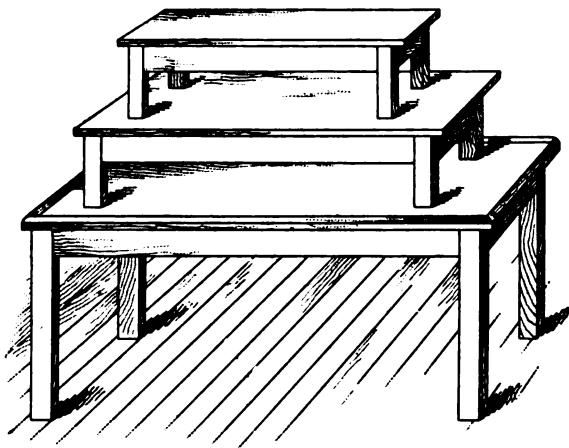


FIG. 242. TIER OF DISPLAY TABLES, MADE IN MISSION STYLE, FOR SHOWING CROCKERY, SAD IRONS, EARTHENWARE, FOOD CHOPPERS, ETC.

of the upper cross piece of the frame for hanging additional articles. The wooden frame is put together with corrugated steel fastenings.

KITCHEN WARE DISPLAY TABLE

Here (Fig. 242) a number of display tables are used for crockery, sad irons, earthenware, food choppers, etc. Each display of this kind is made on a tier of three tables, one on another and each diminishing in size. The top of the largest is 30 inches from the floor and $6 \times 3\frac{1}{2}$ feet; the second is 1 foot high, 4 feet 8 inches by 2 feet 2 inches; the third is also 1 foot high, $3\frac{1}{2}$ feet by 1 foot 4 inches. The lowest table has a moulding on the upper edge to keep the goods from sliding off. No moulding is built on the other two because it is sometimes convenient to allow certain articles to project over the edge. It will be easily seen that the value of this table arrangement is the economy of space. A certain

amount of floor space is taken up by the first table and all space above it would naturally be lost unless some such tier arrangement be adopted. The goods on the lower tables are practically unobscured by those above, owing to the fact that they are smaller.

**A PRACTICAL AND ATTRACTIVE
INTERIOR DISPLAY OF TWINE**

Seldom is twine displayed in any form that can be called attractive. Practicability and convenience of arrangement go ahead of decorative effects toward in this particular commodity, but nevertheless appearance contributes largely toward the general value of any display, and even twine should be shown to the best advantage possible.

The rack here illustrated (Fig. 243) combines utility with effective display features. The rack is 4 feet 3 inches wide and 6 feet 3 inches high. It is divided into two parts, each section being about 22½ inches wide. The frame, which is fastened to the wall with corner irons, is made of 7-8x2¾-inch stuff.

There are 20 ¼-inch round iron rods in each section, on which the balls of twine are held. The rods fit into holes in the outside frame and into slots cut downward in the center upright. This piece is 1¾ inches square. The rods are placed farther apart at the bottom to accommodate larger balls of twine.

Each rod holds one particular kind and size of twine and cards fastened on the frame opposite the rods show the number of the twine, weight of the ball and the price.

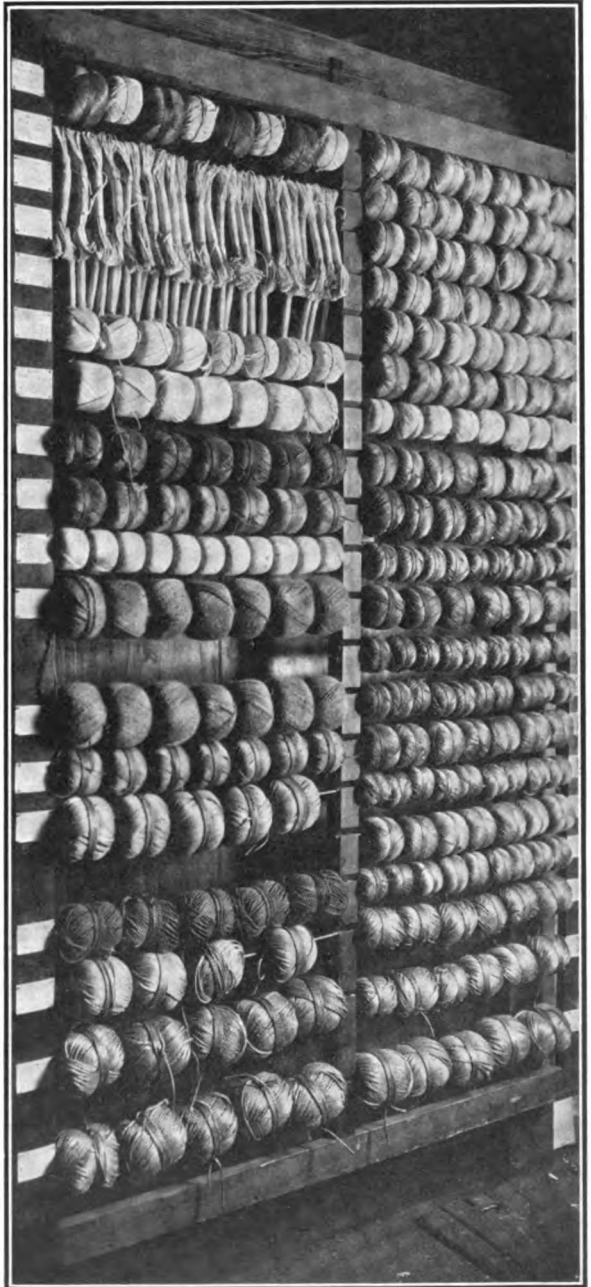


FIG. 243. LARGE STOCK OF TWINE WELL DISPLAYED ON WALL RACK.

This display shows an extensive stock of twine and sales are quickly made directly from the rack.

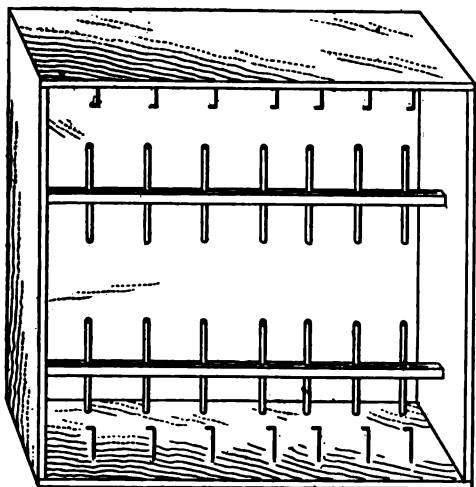


FIG. 244. ARRANGEMENT FOR DISPLAYING DOG COLLARS WITH DIFFERENT SIZES OF A CERTAIN STYLE HUNG ON THE SAME ROD OR HOOK.

wooden uprights are $1\frac{1}{4}$ inches square. Holes are bored through these and 3-8-inch dowel rods 14 inches in length inserted, leaving an equal distance on each side. There are 7 of these pegs in each upright; the first 4 from the bottom are 7 inches apart and the other three 6 inches. On each end are screwed seven 6-inch cornice hooks.

The collars are buckled and hung on the pegs and hooks. The different sizes of a certain style are hung on one dowel rod. On each collar is a tag showing the date of purchase, the number designating style, the length, the cost in characters and the selling price in figures. The number of the collar is also placed on the upright, in line with the dowel rod holding that particular collar. The back of this compartment, top, bottom and sides are covered with red burlap.

The entire stock is kept in this display from which all sales are made. When goods are ordered it is an easy matter to determine what styles and sizes are needed.

HAND SAW RACK IN WALL CASE

Half of a hand-saw rack is represented in the accompanying illustration (Fig. 245). The rack is located in a sliding glass wall case near the front of the

A PRACTICAL METHOD OF DISPLAYING DOG COLLARS

Many efforts have been made to show these goods in an attractive way, but often it is at the sacrifice of practicality. When collars are arranged on a card, stretched out flat, it is difficult to get an accurate idea of the size, even though the size in inches is given. Most people who own a dog can pick a collar to fit him if it is shown buckled.

The accompanying drawing shows (Fig. 244) the construction of a very convenient and attractive display case. It is 3 feet 10 inches wide, 4 feet 1-inch high and 10 inches deep. The two



FIG. 245. SAW RACK IN SLIDING DOOR WALL CASE, WITH COMPARTMENTS ACCOMMODATING PANEL TO RIP SAWS, AND CUPBOARD UNDERNEATH FOR HOLDING DUPLICATE STOCK OF SAWS.

store. Each compartment is 8 inches wide and varies in length from $21\frac{1}{2}$ to 34 inches in the clear, providing accommodations for saws from panel to rip. The lower left-hand compartment is 34 inches in length, and the one above is $21\frac{1}{2}$ inches long. Each horizontal partition is 2 inches lower than the preceding one.

The other half of the wall case is arranged in the same way. The sizes and prices of saws in each compartment are indicated on cards in card holders, on the right hand partition. Underneath the wall case is a cupboard, with sliding doors, and shelves deep enough to take original boxes of saws endwise. On these shelves the duplicate stock is carried.

COILED WIRE CASE

A convenient scheme for storing coiled wire is a wall case made of wood. The accompanying drawing (Fig. 246) shows a section, illustrating the construction. The case reaches from the floor to the ceiling, a height of about 8 feet.

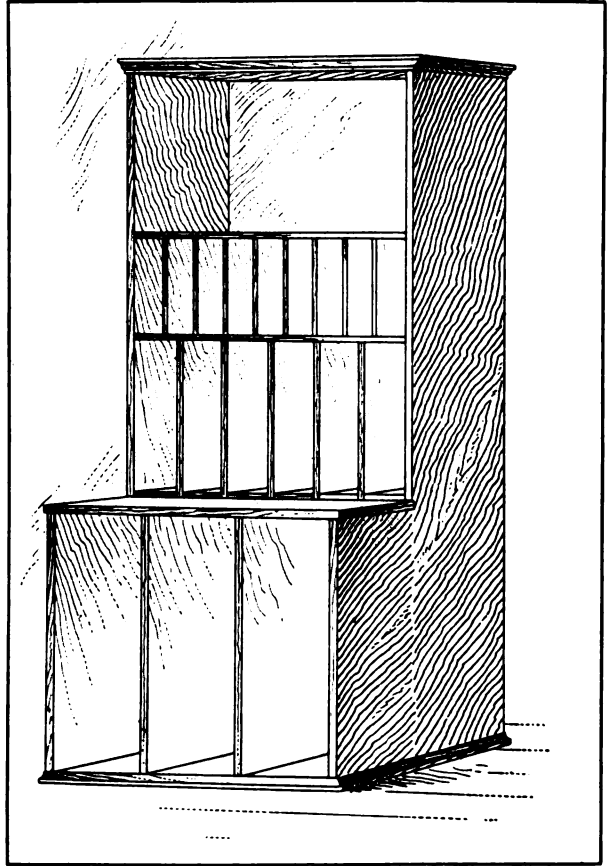


FIG. 246. SECTION OF WOOD CASE FOR STORING COILED WIRE

The bottom section is 3 feet high and each compartment is 11 inches wide. Iron wire in coils is kept here. These coils weigh about 60 pounds a-piece and measure about 2 feet in diameter. The gauges run from 0 to 18.

The second section is 21 inches high and the compartments are $5\frac{1}{4}$ inches wide. Brass and copper wire is stored here, running from gauge 6 to 20.

The third section is 13 inches high, each compartment being 3 inches wide. This is devoted to annealed soft iron wire, block cutters' brass and hoop brass. The stock of iron wire includes gauges 16 to 30; block cutters' brass from 12 to 27; and hoop brass from 3-8 to 4 inches.

The top compartments are 20 inches high and $29\frac{1}{2}$ inches wide. They are used for overstock and clothes-line wire.

A simple and effective means for supporting chain and rope reels consists of shelf brackets with a U-shaped piece of flat iron fastened to the upper side of the ends (Fig. 247.) The

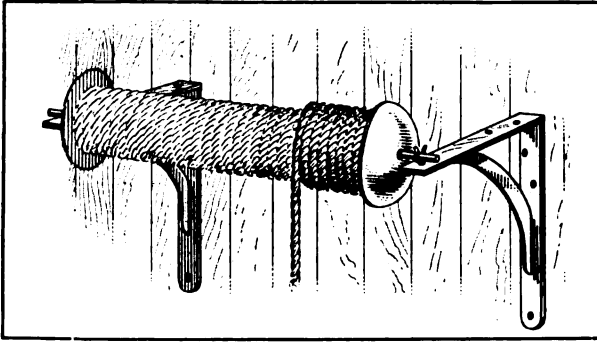


FIG. 247. SHELF BRACKETS WITH U-SHAPED PIECE OF FLAT-IRON FORM BEARINGS FOR CHAIN AND ROPE REELS.

brackets are fastened to the wall the proper distance apart to accommodate the reel. Before this is done, however, a hole is bored in the end of each bracket and the U-shaped piece of iron fastened on with a stove bolt. This provides a bearing to carry the axle.

STORING OF PIANO AND CABINET CLAMPS

These are indeed unhandy goods to store, but again a need has been well met with a series of wooden frames, shown in the accompanying illustration (Fig. 248). Piano and cabinet clamps are crowded together in such a manner that they are well displayed and are kept in good condition without warping.

The frames are 4 feet wide, each clamped to the wall with corner irons. The frames are made of wood 1x4 inch stuff reinforced with corner irons. They are placed about 6 inches apart and are fastened together with gate hooks secured to the outer edge.

The highest frame shown in the drawing accommodates 6 foot clamps and the others 5, 4, 3 and 2 foot clamps, re-

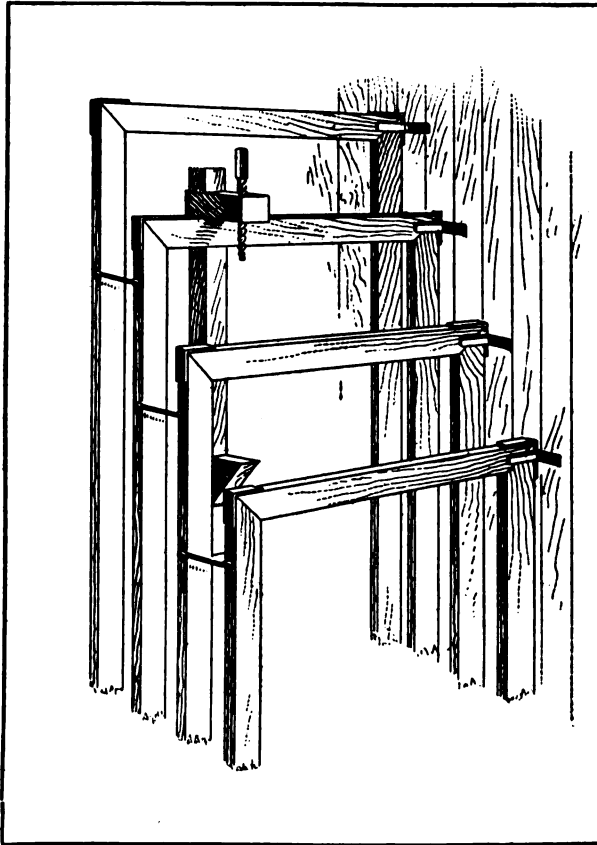


FIG. 248. FRAMES ON WHICH PIANO AND CABINET CLAMPS MAY BE STORED.

spectively. Beginning a short distance from the 2-foot frame is another similar series of six frames, holding clamps from 2 foot 4 inches up to 7 foot 3 inches.

Each frame comfortably holds 2 dozen clamps, and as the illustration shows they are hung over the back of the frames.

KEEPING DRILL RODS IN STOCK

Fig. 249 shows divisions in one drawer of several in a cabinet, in which drill rods from Nos. 1 to 60 are kept. The drawers are 16x22 inches in size, 1-inch deep, with partitions $\frac{1}{4}$ -inch wide, each compartment being about $2\frac{1}{4}$ inches wide, with 9 compartments to a drawer. The cabinet was originally designed for another purpose, and divisions were put in the drawers to accommodate the rods. The numbers of the rods are marked on the top of the drawer front.

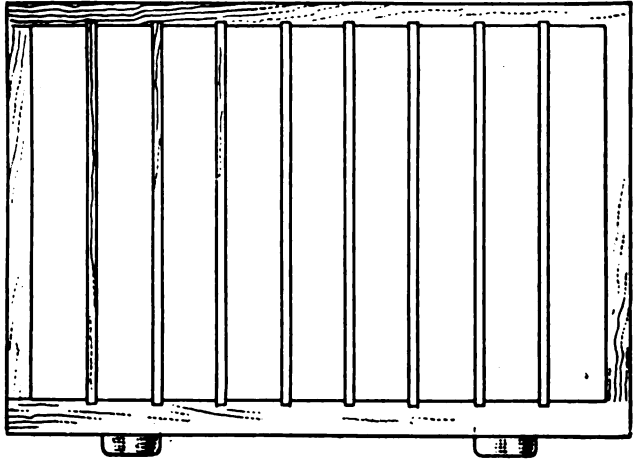


FIG. 249. DRAWER PARTITIONED FOR DRILL RODS.

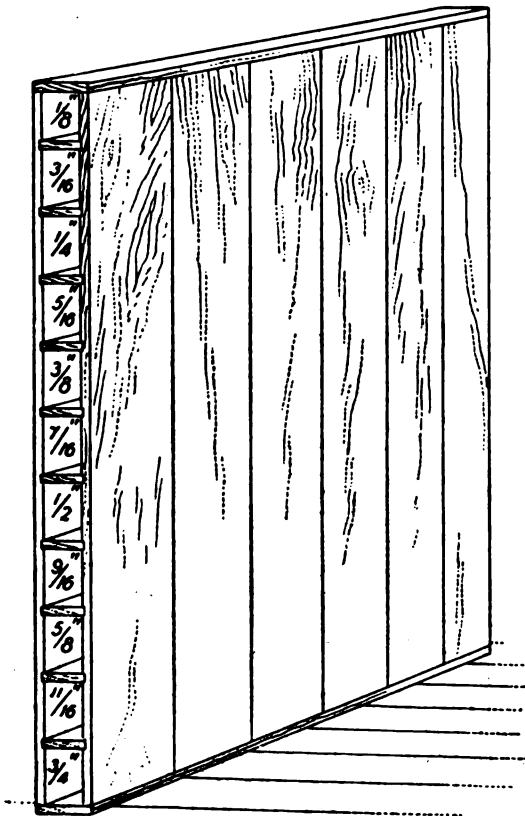


FIG. 250. CASE, THREE FEET LONG, FOR DRILL RODS.

The cabinet was originally designed for another purpose, and divisions were put in the drawers to accommodate the rods. The numbers of the rods are marked on the top of the drawer front.

For rods 3 feet long a case arranged as shown in (Fig. 250) has been made. This is about 40 inches high and 34 inches long. The length allows the rods to project a couple of inches for convenience in drawing them out. Provision is made to accommodate the following diameters: 1-8, 3-16, $\frac{1}{4}$, 5-16, 3-8, 7-16, $\frac{1}{2}$, 9-16, 5-8, 11-16, and $\frac{3}{4}$ -inch. The openings are 3 inches high and 2 inches wide and the sizes are marked opposite on the edge of the case.

HAND SAW BINS IN SLIDING DOOR WALL CASE

The unique and interesting arrangement for carrying the selling stock of hand-saws shown herewith (Fig. 251) will be found very handy

in many ways. The bins are 8 inches deep, made of 5-8 inch stuff, set in a sliding door tool wall case, and are 61 inches high, inside measurement. The upper bin on the lefthand side is 26 inches high and the one below is 33 inches high.

The horizontal partition of each succeeding bin is 2 inches lower than the preceding one, so that the lower left-hand bin and the upper right-hand one are both 33 inches high.

**MERCHANT SUPPLIES
CUSTOMERS WITH
BLANK CHECKS**

A prominent hardware merchant learned that his customers keep accounts in various banks in that vicinity. Ofttimes in the past he opened accounts with customers from neighboring cities, who really desired to pay on delivery, but had left their check books at home. Sometimes this necessitates a search all over town for such a blank check and the inconvenience as well as the desire to take cash whenever offered, resulted in the check book rack here illustrated (Figs. 252 and 253).

This is made of tin, painted brown. Each compartment is devoted to the checks of a certain bank and a sample is pasted on the outside. With this arrangement a customer may glance at the rack, immediately pick out the desired check.

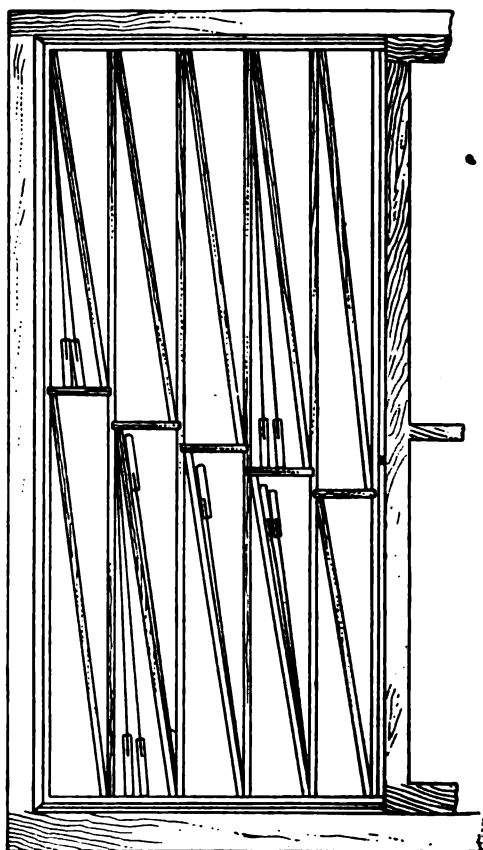
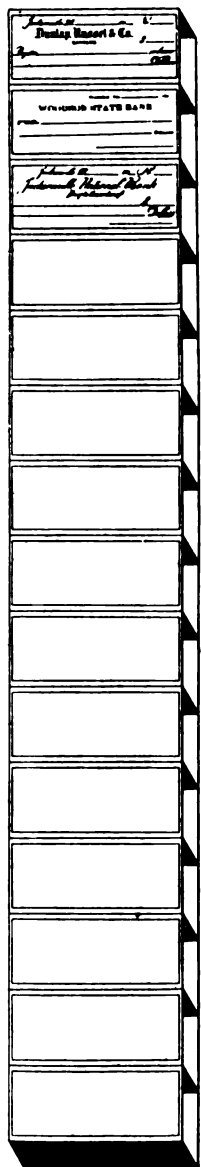


FIG. 251. HAND SAW BINS IN SLIDING DOOR WALL CASE, ACCOMMODATING ALL LENGTHS OF SAWS.



FIG. 252. ASSORTMENT OF BANK CHECKS.

FIG. 253. TIN RACK USED FOR HOLDING BANK CHECKS FOR CONVENIENCE OF CUSTOMERS.



Besides being of great practical value this rack is an attractive fixture.

HOME MADE REVOLVING RACK FOR KITCHEN UTENSILS

The novel display rack for showing small kitchen utensils here illustrated (Fig. 254), is one that will pay for itself many times over. This fixture is made up of an old water tank which has been mounted on a casted platform with a short pipe reaching up through the center to keep it in place.

Steel pegs have been put into the tank on which utensils are hung and with the old tank painted a glossy black it presents a pleasing appearance. The tank fixture is easily revolved by the 1 inch pipe handle which projects about 8 inches.

A PORTABLE SIDEWALK DISPLAY RACK FOR GARDEN TOOLS

A prominent hardware firm felt the need of a portable rack for the display of steel goods, one that could be moved out onto the front sidewalk during the hours when the store was open and put in again at night without difficulty. As a result, they originated the rack which is here illustrated (Fig. 255). This rack is made entirely of metal and will accommodate from 200 to 300 hoes, spades, rakes, shovels, etc.

The framework is constructed of 1-inch pipe, and the rack is 8 feet long, 6 feet high and 15 inches wide. In the center is a pair of truck wheels, 12 inches in diameter with a $2\frac{1}{2}$ -inch face. At each end of the rack the pipe projects from the upper framework to within a few inches of the floor, so that when the rack is loaded it cannot upset.

The firm has found it the most convenient way of storing steel goods it has ever used.

LARGE VARIETY OF POCKET KNIVES DISPLAYED AND PRICED IN UPRIGHT CASE

A handy display case for pocket cutlery is here shown (Fig. 256). The case is 3 feet high, about 2 feet wide and 15 inches deep. It has glass on two sides, and inside of each glass is inserted a removable sample board covered

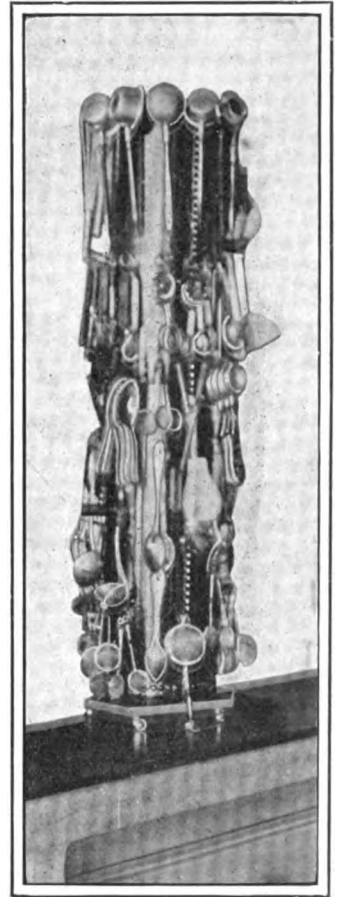


FIG. 254. REVOLVING DISPLAY RACK FOR KITCHEN UTENSILS, MADE FROM AN OLD WATER TANK.

with green velvet, on which the knives are fastened by means of small screw hooks.

Sixty different styles and sizes of knives are shown. Each knife has a price tag attached so that the customer can glance at 60 different knives and see the prices of all of them without asking a single question.

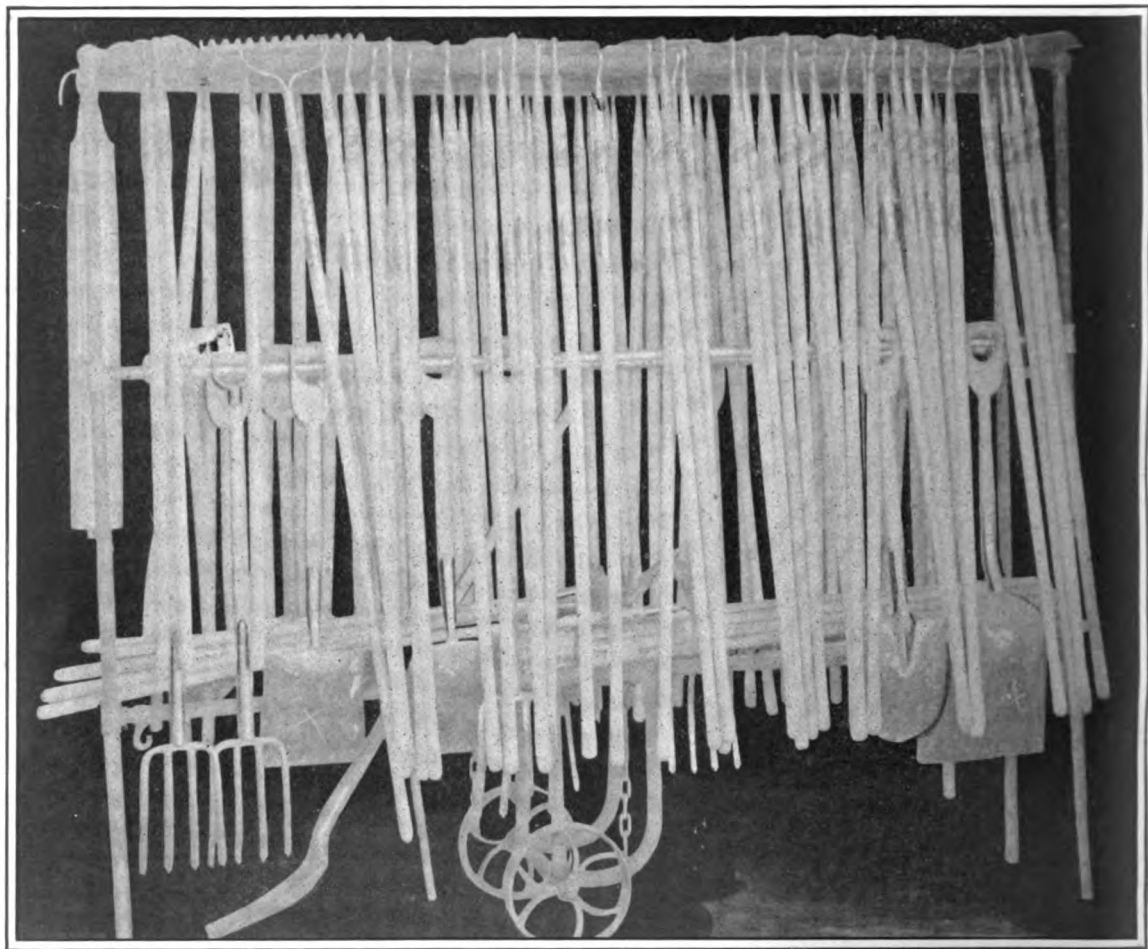


FIG. 255. PORTABLE RACK FOR SIDEWALK DISPLAY OF STEEL GOODS.

The interior of the case is used for storing the stock of knives. The door opens from the rear, and is used only by salesmen. Each box of knives occupies the same relative position in the case as the sample knife on the board. For example, if a certain knife is in the second row from the top, the fifth from the right side of the case, the box containing the stock of this style will be found

on a shelf inside the case in exactly the same position. This saves time and trouble in finding the right knife when a sale is to be made.

DISPLAYING LAWN MOWERS

Seldom, indeed, is an effort made to display lawn mowers in any special manner. They are usually found simply on the floor, sprawling after the manner of lawn mowers. To test its weight, ease of running, etc., one must bend over to reach the handle and then drag the mower out from the others to a clear space on the floor. All of this takes time, is considerable trouble and besides there is no appearance of display.

The sketch here shown (Fig. 257) represents a rack which makes a real display of lawn mowers and saves about half the space usually required. The posts are 4 feet

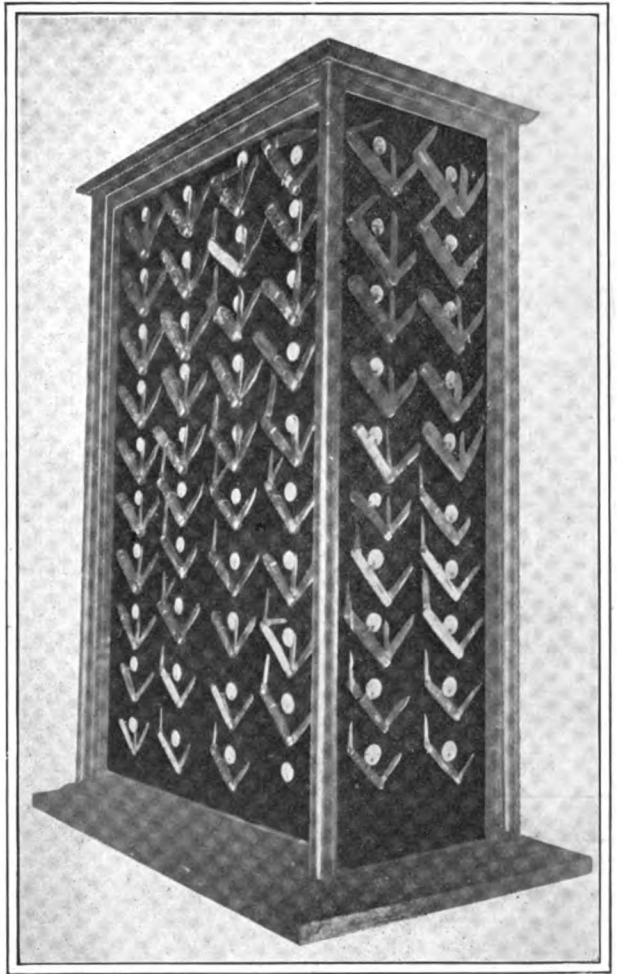


FIG. 256. UPRIGHT CASE SHOWS POCKET KNIVES TO GOOD ADVANTAGE.

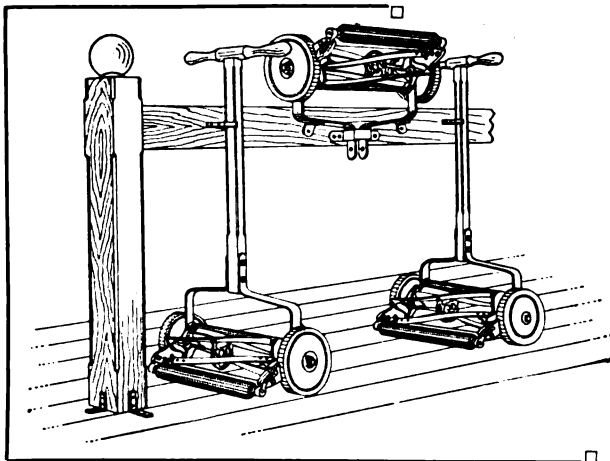


FIG. 257. HOME-MADE RACK FOR DISPLAY OF LAWN MOWERS.

4 inches high and the cross bar is $3\frac{1}{2}$ feet high. The rack is 7 feet long and accommodated 5 lawn mowers. The mower supported in the center of the bar affords a splendid opportunity for examining the knives, bearings, etc. The mowers, resting on the floor, are held in an upright position by the corner irons or brackets which support the handles. Thus the mowers remain held

in position by the pressure of the revolving cutting knife on the stationary blade.

NOVEL METHOD OF DISPLAYING DOOR SCREENS

Where is there a hardware merchant who has not labored over the problem of displaying screens so that his customers may examine them properly and still leave enough room in the store for people to get around? Of course there is the method of hinging them all to one upright, which in some cases is satisfactory, but every store has not unlimited space. The plan here illustrated (Fig. 258) will be found both economical and handy, where the ceilings will permit.

It will be seen that the screens are hung on pulleys fastened to the ceiling, the rope being secured to screw eyes in either side of the upper end. The pulleys are 2 inches and No. 6 sash cord is used. The

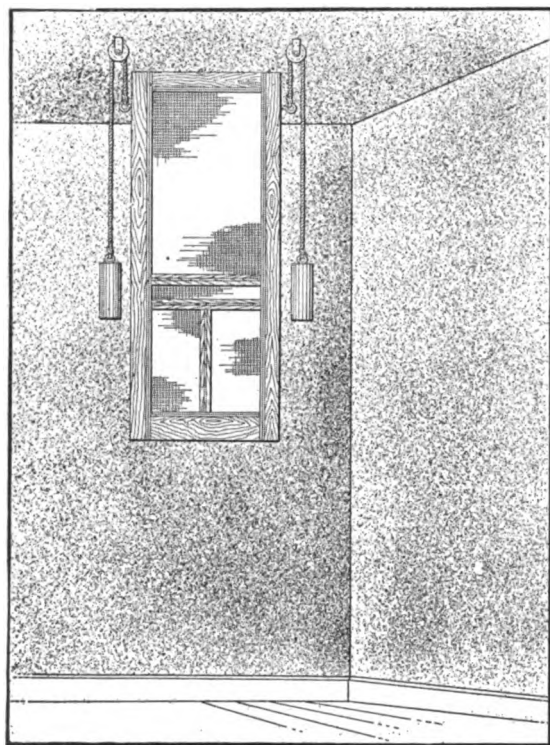


FIG. 258. DOOR SCREEN SUSPENDED FROM CEILING ON PULLEYS AND BALANCED WITH SASH WEIGHTS.

sash weights, of course, equal the weight of the screen.

DISPLAY RACK INCREASES SALES OF OILCLOTH

The sales of table and shelf oilcloth doubled in the store after this device was installed (Fig. 259). Oilcloth used to be tucked away out of sight, and beside the sales that were thus lost, getting out the goods was considerable trouble. Now sales are an easy matter.

The upright pieces are $\frac{1}{2}$ -inch and fastened to the floor and wall with $\frac{1}{2}$ -inch floor plates. The rods, which hold the oilcloth are 3-8 inch.

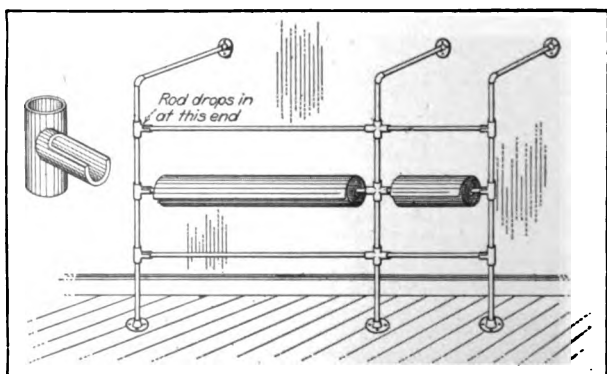


FIG. 259. GAS PIPE RACK FOR DISPLAYING TABLE OILCLOTHS.

Couplings are made with tees, ells and crosses. The tees at one end are cut out at the top to receive the horizontal pipes. An enlarged view of the tee is shown. Before the couplings were made a round stick was put in each upright to keep the cross pieces from slipping in too far and dropping out at the other end.

The rods are quickly lifted and it is a simple matter to remove the roll of oilcloth, when the desired amount may be measured.

REVOLVING RACK FOR DISPLAY OF BALL CLUBS

A revolving bat rack, holding about four dozen bats is here illustrated (Fig. 260).

The rack is in two sections, each holding two dozen bats. The central support for the rack consists of a section of gas pipe, around which the major portion of the rack is built.

Ends of the bats fit into small cup-shaped receptacles made of tin. The rack has been stained a dark green and makes a very attractive fixture. It occupies a position just at the right of the main entrance of the store.

SAMPLE WINDOW SCREENS DISPLAYED ON FRONT OF COUNTER

In stores where it is not practical to have a considerable supply of window screens on display it becomes necessary to confine the display to samples. This is done to advantage by the device here shown (Fig. 261.)

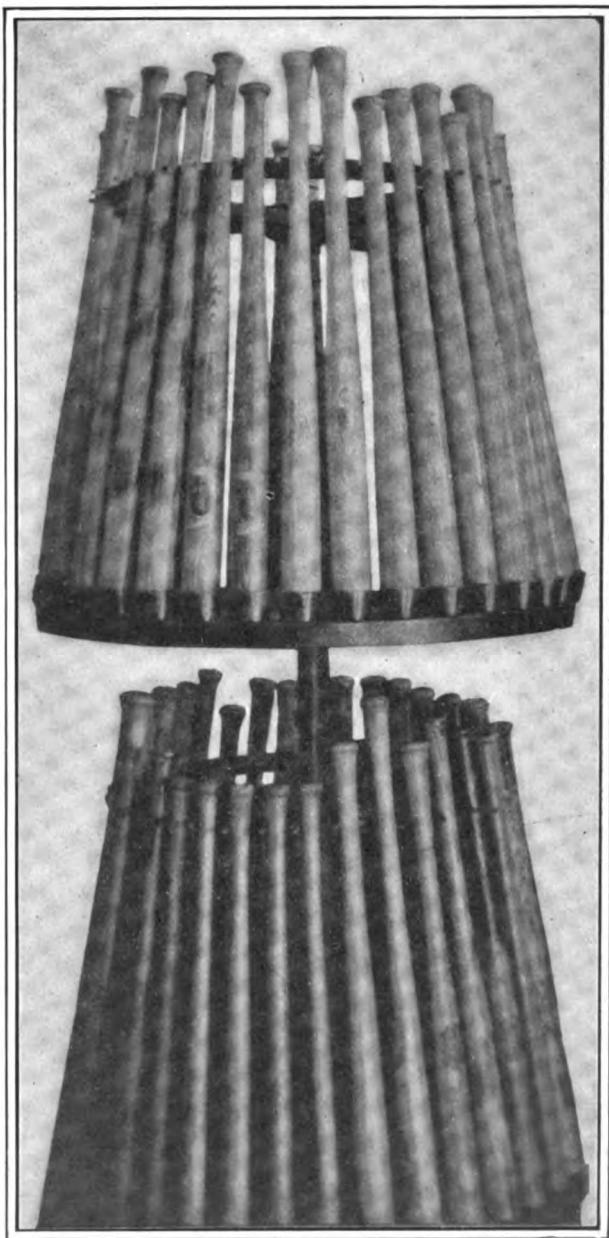


FIG. 260. BASEBALL BATS DISPLAYED ON REVOLVING RACK.

The sketch represents the screens hung on the under side of a counter with hooks and eyes. The largest size is placed at the back and the smallest in front. The screens are quickly detached for inspection. They are also conspicuous yet not in the slightest degree disfiguring to the counter.

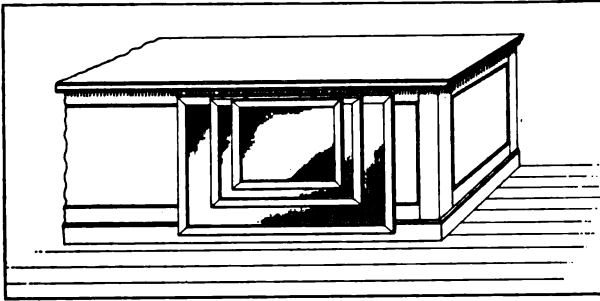


FIG. 261. UTILIZING FRONT OF COUNTER FOR DISPLAY OF WINDOW SCREENS.

entirely different nature. It only remains for the observant merchant to see the possibilities.

The fixture here illustrated (Fig. 262), used for displaying razor strops was originally a suspender hanger in a men's furnishing store. It is hung on a chain suspended from a bird cage spring.

A display of this kind is valuable, as it affords a direct comparison of goods and makes a close inspection easy. The spring allows the rack to be pulled down at will and turned about as desired.

A NEW METHOD OF DISPLAYING HAMMOCKS FROM THE CEILING

You sometimes hear a hardware man say, "No, I don't handle hammocks, to sell, they must be displayed and they take up so much room." But if this method be employed this difficulty will be overcome.

Twelve hammocks are hung at the head end on hooks which form a circle of 12 feet in diameter. A sash cord is fastened to the metal part of the other end of one hammock and run through all the others. Then the cord goes through a pulley which is in the center of the circle. Another pulley near the circumference of the circle carries the cord toward the post to which it is fastened when the hammocks are pulled to the ceiling. The accompanying sketch (Fig. 263) shows the hammocks in this position.

When the cord is loosened from its fastenings on the post all the hammocks drop and hang straight from



FIG. 262. SUSPENDER HANGER ADOPTED AS RAZOR STROP DISPLAY RACK.

the ceiling. Thus the size is well shown and the material may be closely examined.

AN INGENIOUS RACK FOR AXE HANDLES

An original method of storing axe handles is here shown (Fig. 264). This keeps worms from working holes in the handles as is often the case when piled on shelves.

The rack here shown is made of $\frac{1}{2}$ -inch gas pipe and wire netting of $\frac{1}{2}$ -inch mesh.

The construction of the rack

allows the air to circulate freely among the axe handles, and since it has been in use there has been no more trouble with worms boring in the wood. Of course, the rack can be built to accommodate any available space, but the dimensions used make a convenient size which serves the purpose satisfactorily. The rack is 6 feet long and 2 feet 3 inches wide and 4 feet 2 inches high, including the board shelf at the top. There are 12 compartments, each $12 \times 13\frac{1}{2}$ inches.



FIG. 264. AN ORIGINAL HOME-MADE
RACK FOR STORING AND DISPLAYING
AXE HANDLES.

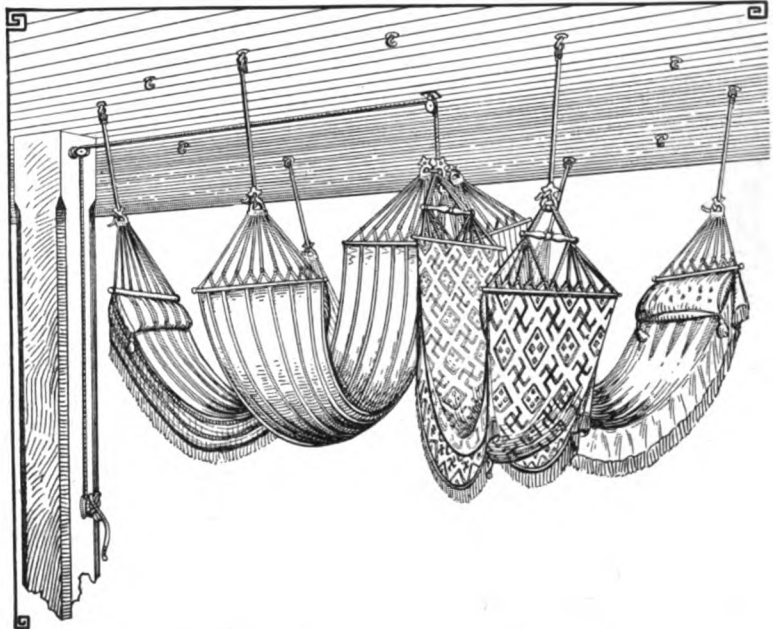


FIG. 263. SAMPLE HAMMOCKS SUSPENDED FROM THE CEILING MAKE ATTRACTIVE AND PRACTICAL DISPLAY.

The netting extends across the bottom as well as on all sides. The selvage edge is placed along the 4 upper horizontal pieces of pipe. The netting is fastened with pipe strap bent together to form a clamp and fastened with a strong bolt. The unions are made in the pipe with T's and four-way pieces, sometimes called side outlets. The whole rack is raised from the floor about 4 inches by the use of 3 boards, extending crossways of the beams, one at each end and one in the middle. Each of these

boards is fitted with two heavy casters, so the rack can be easily moved about the floor when desired.

The shelf at the extreme top of the rack consists of 2 boards hinged together.

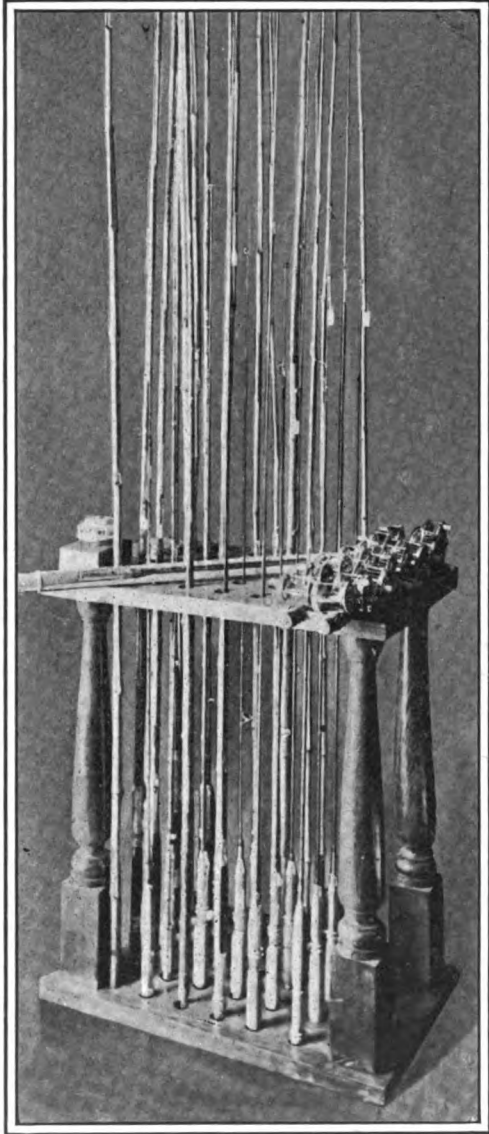


FIG. 265. ECONOMIZING SPACE IN THE DISPLAY OF FISHING RODS.

These boards rest upon 2x4 inch pieces at each end. These pieces are secured to the upright pipes with floor flanges. The shelf is used for receiving incoming goods before they are checked.

In case it is desired to put in the rack a whole bundle of axe handles at once, one-half of the shelf can be swung up on the hinges, which gives more room. Hatchet and hammer handles are kept in a similar manner. The rack is secured to the wall and the openings are at the side instead of the top. The handles rest sideways instead of endways.

FISH RODS CONVENIENTLY DISPLAYED

A convenient and space-saving way of displaying rods and poles is found in the rack here shown (Fig. 265). This rack occupies a very small amount of space and keeps the rods and poles in good condition and so that they can be easily seen by customers. Four ordinary table legs and two pieces of heavy board are the material used. The 4 table legs are fastened to a baseboard and to a top board, one leg at each corner.

With a brace round holes about $\frac{3}{4}$ -inch deep were bored in the baseboard. These holes hold the butt ends of the poles and rods. Holes are

put through the top board and the poles and rods project up through these holes.

The rack holds 30 rods and also affords space for a number of reels on the top. If made by a carpenter this rack would probably cost \$4.

It will not require much explanation to show that the method here illustrated of suspending gas tubing is an excellent plan for preventing it from becoming kinked and unsalable, as it does when hung on nails. The device here shown (Fig. 266) consists of a tin pan cut in two.

It does not take long to cut a pan in two and tack them to the end of a case containing gas portables and lights, and mark the length and price of the tubing with black paint. The 6 and 5 foot lengths of tubing are hung above the 4 and 3 foot ones, so that the lower ends of all lengths are about even.

This plan for keeping tubing has proved very satisfactory, as the pan surface slants from front to back, preventing the tubing slipping off in front, while the semi-circle is large enough to prevent injury to the tubing.

TENNIS RACKET RACK

A devotee of tennis will always be attracted to a line of these goods when well presented. Interior display is always being studied by progressive merchants, and as a general rule sporting goods lend themselves well to attractive arrangement. Various plans are used for showing tennis rackets, but one which meets the requirements of a progressive merchant is here illustrated (Fig. 267).

This rack is built of wood 6 feet long, 14 inches high, and stands on an ordinary counter occupying its entire width. The cross pieces, arranged in pairs, are $1\frac{3}{4}$ inches apart, and there are 7 of these pairs in the rack. Each section holds 2 dozen rackets. The ends of the handles clear the counter. Besides showing an attractive display with this arrangement, the racks are easily taken out and replaced.

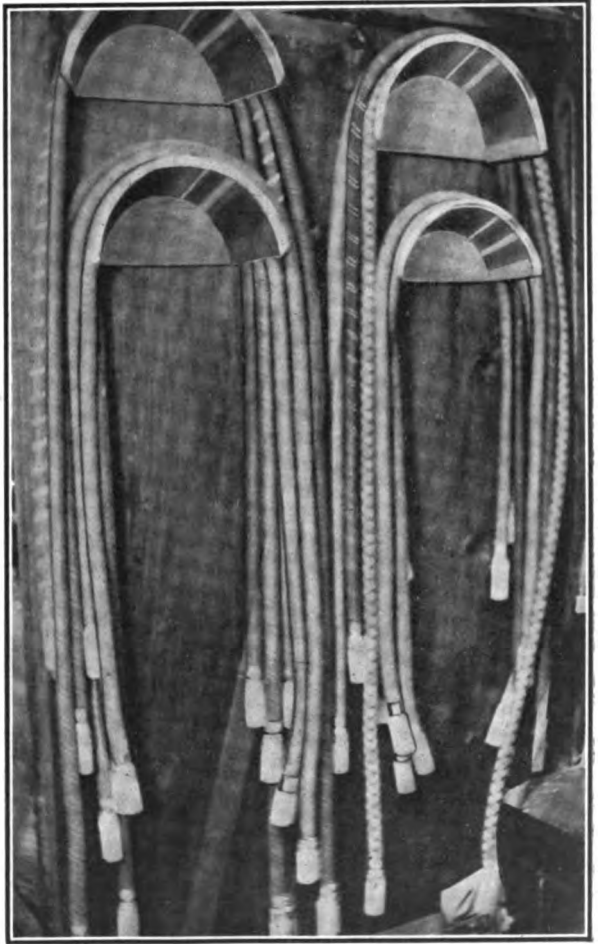


FIG. 266. GAS TUBING HUNG ON HALVES OF TIN PANS TO PREVENT KINKING AND BECOMING UNSALABLE.

Another feature used in this store in connection with tennis is the easel display board for balls (Fig. 268). This is 18 inches high, 6 inches wide, finished in ebony, and has a beveled edge. The 4 holes are just the size of the balls which are placed in them. Above each is tacked a card showing the name and price.

TROUBLES OF DISPLAYING LAWN MOWERS SOLVED

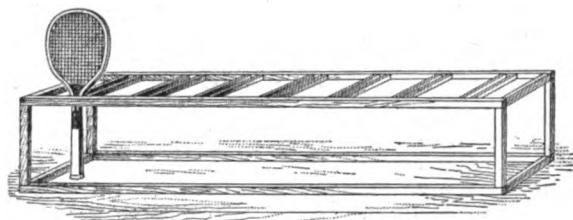


FIG. 267. RACK USED ON COUNTER FOR DISPLAYING TENNIS RACKETS.

(Fig. 269) costs very little to construct and takes up no more floor room than the lawn mowers themselves and can be removed easily when the season for lawn mowers is gone.

The rack sets on the floor, having a platform raised 3 inches above the floor as a base. This is 36 inches wide and has in the center a standard running the entire length, which is 2 feet high. The lawn mowers rest upon the platform and the handles are supported by the standard as shown. The rack is 14 feet long and accommodates 14 lawn mowers.

HOME MADE FIXTURES FOR HARDWARE DISPLAYS

Get the merchandise out of stock and put it on display. Look about your store; perhaps you have some unoccupied store space that by a little thought and energy might be made profitable. In the following, we give 4 simple designs for home made fixtures with illustrations and descriptions particularly intended to interest the live hardware merchants. These will help to give the store an attractive business air and from the fact that most of the materials may be obtained from the lumber pile of the store, they are inexpensive.

Every hardware merchant knows the troubles of displaying and handling lawn mowers. It is seldom that a regular place is provided for them and they are usually lined up in front of a showcase or in some other place where they are in the way, involving frequent moving.

The rack here illustrated

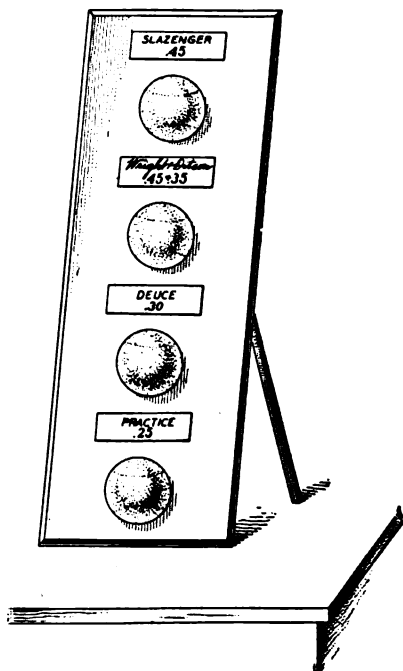


FIG. 268. EASEL DISPLAY BOARD FOR TENNIS BALLS.

Fig. 270 shows an idea for displaying merchandise along the side wall or space back of the show windows. It is a fixture which may also be used to ad-

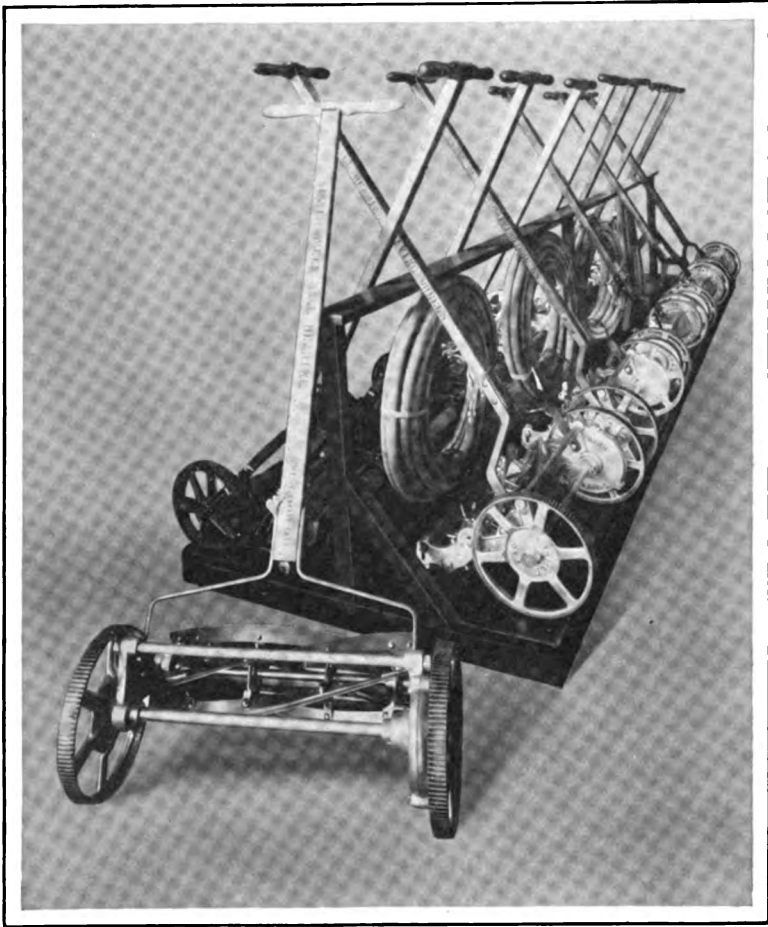


FIG. 269. INEXPENSIVE WOOD STAND FOR DISPLAYING LAWN MOWERS.

vantage in the show window. This series of fixtures may be made of scrap or box lumber or if you care to go into expense of wide boards 12 inches by 14 inches in width by 1 inch in thickness in the desired lengths. Boards bought especially for constructing this fixture will prove a good investment. If the fixture is long and to be used in displaying heavy merchandise it should be braced in the center. After the frame work is constructed, the fixture should be

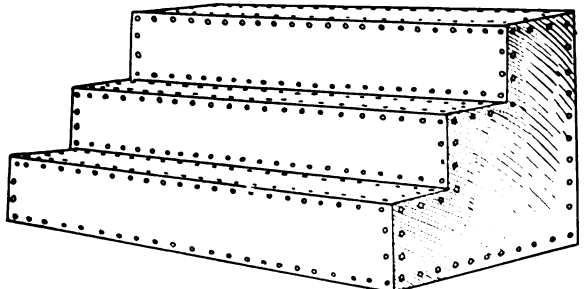


FIG. 270. STAND FOR DISPLAYING MERCHANDISE ALONG SIDE WALL OR SPACE BACK OF SHOW WINDOWS.

smoothly and completely covered with denim, burlap, matting or some other suitable material of this character. Burlap of a green color will prove a serviceable and attractive covering and besides it might be repainted when it

becomes faded or soiled. The finishing touch might be given to the fixture by fastening the edges with large brass headed tacks as per our illustration.

Another very good idea for covering this fixture would be to use any of the new novelty paper which is made especially for decorative purposes. This paper can be secured in patterns to represent basket weaves, bark, leather and any of the wood finishes. If a paper of this kind is used, it is

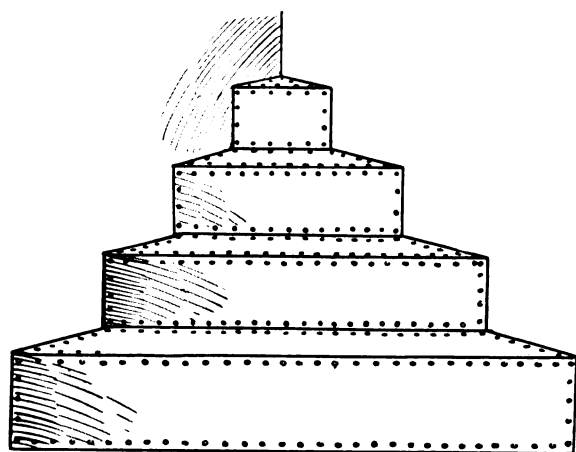


FIG. 271. STAND FOR UTILIZING DISPLAY SPACE IN A CORNER.

advisable to first line the fixture with a cheap cloth such as muslin, in order to secure the smooth foundation over which to apply the paper.

Fig. 271 shows a similar idea of the one just described. This is designed to utilize space in the corner of the store. The foregoing description will answer for this construction. This fixture used in combination with Fig. 277 on either side will provide for an attractive showing in the sporting goods department or other departments which carry a lot of small self-contained merchandise. These fixtures can also be constructed of compo board or beaver board if the merchandise to be displayed is not too heavy.

In some stores you will find an unsightly column near the front entrance. Our drawing (Fig. 272) shows how this space may be utilized in displaying merchandise, at the same time beautifying the store.

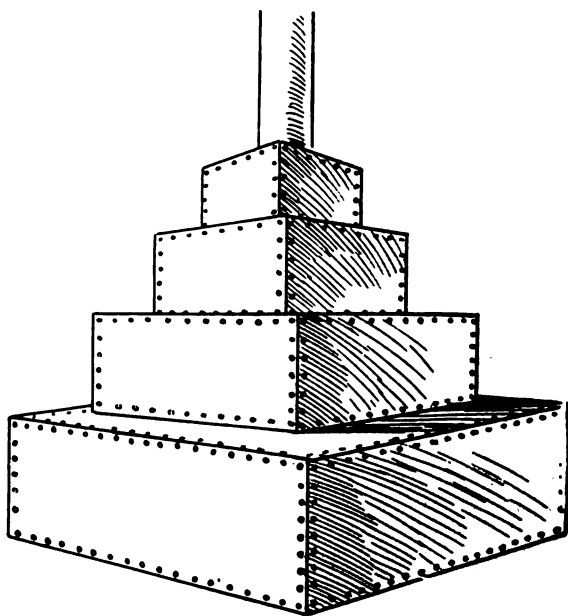


FIG. 272. A WAY TO MAKE A PILLAR AN ASSET IN DISPLAY OF MERCHANDISE.

These steps may be built of light lumber and covered in the same manner as described for the wall space trim. The exposed part of the column up to a height of

about 2 feet from the top step affords an excellent space for announcement placards for the goods on display.

Our (Fig. 273) shows another form of pyramid display steps which are also very popular in table form for displaying small merchandise. This fixture may be made entirely of boxes provided you can secure them in graduated sizes, otherwise, it is advisable to build this to order leaving one of the sides open and having the covering at the front in the form of a flap. By this arrangement the space underneath the steps may be utilized for storing reserved stock. In fact all of our fixture designs accompanying this article may be treated in a similar way. The

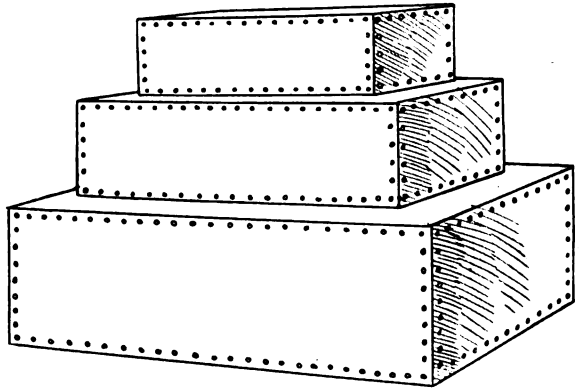


FIG. 273. PYRAMID DISPLAY STEPS—CAN BE MADE FROM PACKING BOXES.

lower panel of each may be hinged so that the unexposed portion of the fixture may be utilized for merchandise storing. This idea is suggested in case your display and storage space is limited. This fixture should also be treated with large brass tacks to give a finished appearance.

Another practical idea to use in combination with these fixtures would be to arrange for a metal show card holder on the front of each of the steps which will come in mighty handy for announcing merchandise as well as pricing it.

These fixtures are all practical and may be used permanently for displaying merchandise and for this reason, we advocate the use of good material in their construction.

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